

A DOYEN & ICON OF AUTOMOBILE INDUSTRY

V.S. KUDVA

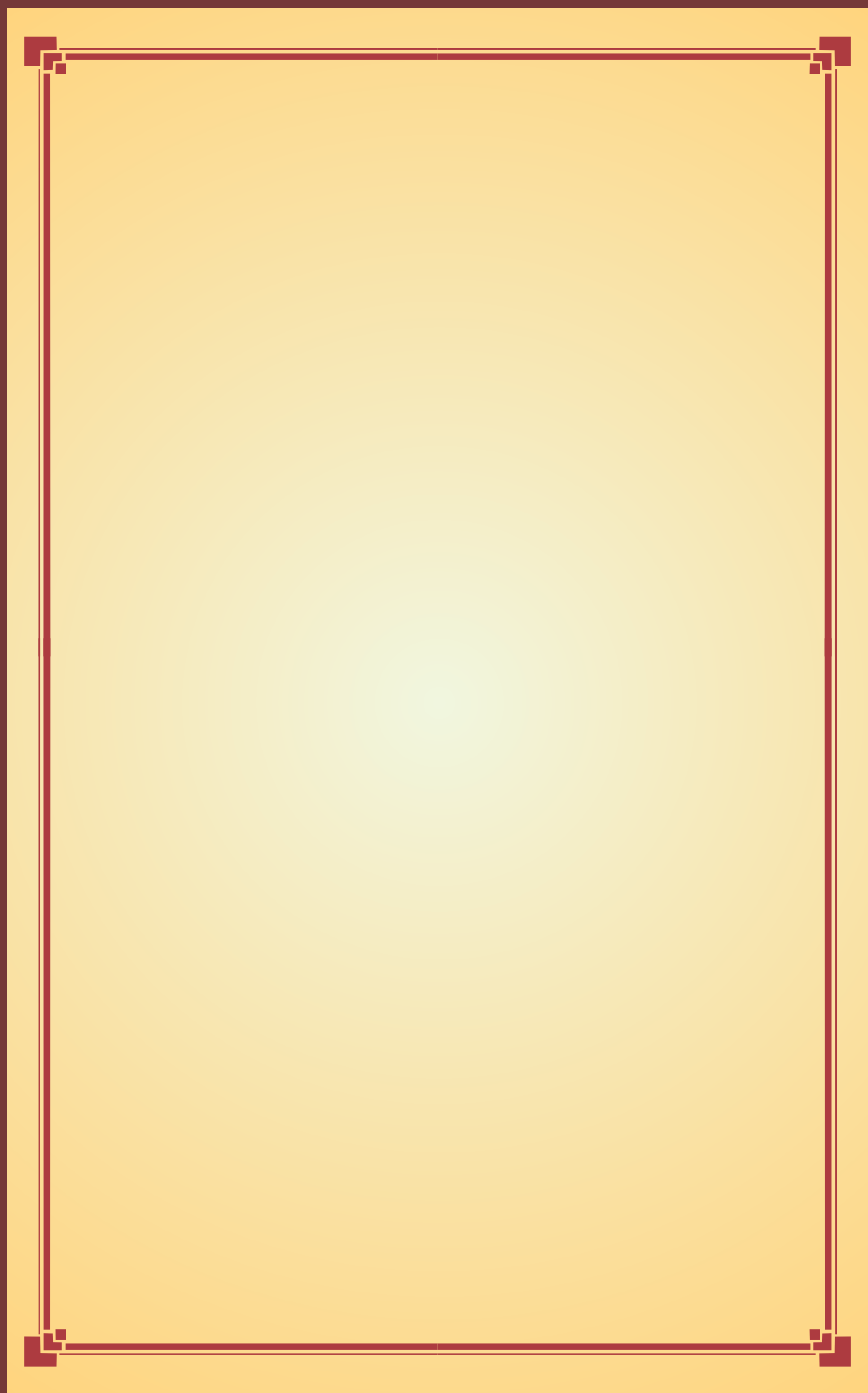


V.S. KUDVA

1899 – 1967

HIS LIFE & TIMES

M.V.MALLYA



A Doyen & Icon of Automobile Industry

V.S. KUDVA

His Life & Times

Rtn. M.V. Mallya



The Canara Foundation

Publishers Note:

Late V.S. Kudva was the founder of the 'Canara Foreign Studies Scholarship and Education Fund' which was founded in 1957. Later it was renamed as 'The Canara Foundation' in 1971. The Foundation is engaged in charitable activities such as promotion of education in the district by granting free scholarships to the poor deserving meritorious students to pursue their higher studies in India as well as abroad. We feel it as appropriate that 'The Canara Foundation' is publishing this book "V.S. Kudva – His Life & Times" now.

The Foundation is ever grateful to Rtn. M.V. Mallya for initiating this herculean task of authoring this book pertaining to Pre-Independence Era by deep study, research, compiling, editing and printing this book by acquiring the required information through numerous sources and references which was available. When Rtn. Mallya approached us in April 2014 along with Prof. G.R. Rai to seek our permission to write this book on our Founder, we instantly agreed and conveyed our permission to proceed on the project. Now we are proud that within a reasonable time of 6 months he has completed his entrusted assignment and the book is in the hands of the readers.

We take this opportunity to express our sincere thanks and gratitude to the Executive Director of Syndicate Bank, Corporate Office, Bangalore, the Chancellor of Nitte University, Mangalore and the Chairman and Managing Director of Canara Workshops Ltd, Mangalore for their financial support and valued cooperation and being a sponsor of this book by means of their advertisements. We are also pleased to inform you that the book is published without any financial constraints to the Foundation.

We wish that this book will inspire us to continue the rich legacy and immense goodwill left behind by our Founder Late V.S. Kudva.

A Print edition of this book was released on 27th November 2014.

(Rtn. Er. Premnath S. Kudva)

Secretary

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The Canara Foundation

V.S. Kudva Road, Maroli

MANGALORE – 575 005

Ph : (0824) 2232843, 2213401

E-mail: info@canarafoundation.in

A Doyen & Icon of Automobile Industry

V.S. KUDVA

His Life & Times



Vaman Srinivas Kudva

09.06.1899 – 30.06.1967

C.P.C. Co. Ltd

Chairman & Managing Director

Canara Workshops Ltd

Founder Chairman & Managing Director

Syndicate Bank, Manipal

Founder Director

Navabharath Kannada Daily

Founder Managing Editor

Canara Group of Companies, Mangalore

Founder

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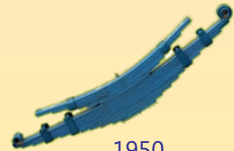
1941



1914



1943



1950

A Doyen & Icon of Automobile Industry

V.S. KUDVA

His Life & Times



Garlanding the bust of the Founder Late V.S. Kudva
on Republic Day 2009 at V.S. Kudva Memorial

By:

Rtn. Er Srinivas V. Kudva

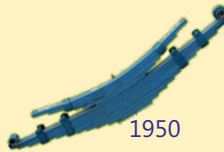
Chairman & Managing Director, Canara Workshops Ltd

President, Canara Foundation

President, V.S. Kudva Memorial Foundation



1914



1950



1943

ನವಭಾರತ

1941



Rtn. M.V. Mallya
Author

Reminiscences of Late V.S. Kudva

A Wizard of Automobile Industry

Editorial

Late V.S. Kudva had a strong vision, large mission and lasting passion for the Automobile Industry. Writing a book on his achievements is equivalent to writing a book of history on Automobile Industry in the region. A self made man, he has left an indelible impression on the operation of the automobile industry. Overcoming his initial failures, he turned adversities into opportunities paving way for his becoming a legend in his chosen field.

A multifaceted personality – he was a Freedom Fighter, a Teacher, an Engineer, an Editor, a Banker, a Journalist, an Industrialist, an Educationist, a Rotarian, a Social Reformer. In short, everyone rolled into one. He succeeded in almost all the fields and spheres of life. His inventions and innovations in the industry are remarkable. An Industrialist, who withstood the test of time and confronted the world war consequences as well as the stringent British rule and administration.

He is the only man who has placed Mangalore in the 'Automobile Industrial Map' of India. He strictly believed in the aim "A product to a Standard and not to a Price" thereby creating a large and nationwide demand for his brand of automobile leafsprings, "Canara Springs".

He had a special concern for the poor people of his native place Mulki and established a board school for their education needs.

Known for his Philanthropic deeds, Sri Kudva had donated his Udupi industrial land for the construction of road, donated his family property for the construction of Vijaya College, Mulki and residential property for the construction of a ladies hostel.

He imparted technical training to the people of the D.K. Dist, in the absence of any technical education institutions during that period in Mangalore.

He strived very hard for setting high standards of education, economic and commercial development of the Dist. He was the mentor behind N.I.T.K., N.M.P.T., Airport, A.I.R., Railway line between Mangalore-Hassan and

construction of Highways and Bridges. His friend Former M.P. Late U.S. Mallya ably supported the projects in his political capacity and ensured its implementation and completion. He was a true son of the soil. His C.P.C. Co. Ltd is celebrating Centenary this year and his flagship company Canara Workshops Ltd is gearing for its Platinum Jubilee Celebrations.

Although, he left us in the year 1967, he left behind his giant footsteps, vast legacy and immense goodwill. His memories will remain in our hearts forever and his thoughts would continue to inspire us.

However, it is a matter of great regret that the City Administration has failed to recognize his achievements and include his name in the history of Mangalore. It has even forgotten to erect a suitable monument in his memory in a prominent place in Mangalore. It is however satisfying to note that atleast a road is named as V.S. Kudva Road in Maroli, Mangalore which is a solace and consolation.

I am highly indebted to Dr. N. Vinay Hegde, Chancellor, Nitte University for his invaluable and significant Foreword for this book.

I express my sincere gratitude to Rtn. Er. Srinivas V. Kudva, Chairman and Managing Director and Rtn. Er. Premnath S. Kudva, Executive Director of Canara Workshops Ltd for reposing faith and confidence on me and entrusting the assignment of writing a Biography of 'Man of Steel - Late V.S. Kudva'. I also thank Rtn. Prof. Raghunath Rai for inspiring me to write this book.

I pay my rich tributes and respectful homage to Late V.S. Kudva.



(Rtn. M.V. Mallya)
Author

Mangalore
01.10.2014

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Compiled & Edited By:-

Rtn. M.V. MALLYA

Publicity and Event Management Consultant

M/s Mahale Associates

I FL, Besant Complex

M.G. Road, MANGALORE - 575 003

Ph: (0824) 2495354 (O) Cell: 98440 40927

E-mail: mallyamv@gmail.com

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Dr. N. Vinay Hegde

Foreword

A Tribute To Late V.S. Kudva



Chancellor
Nitte University
6th FL, University Enclave
Deralakatte
Mangalore – 575 018

16.06.2014

For a young man starting his professional career in the 1960s, there was no better role model and mentor than Sri Vaman S. Kudva, the founder of Canara Workshops. I had the privilege of working with him for a little over a decade from 1961 to early 1970s.

A man with very admirable qualities of the mind and heart Sri V.S. Kudva is truly the doyen of the industry in the erstwhile district of South Kanara. He had a fine and rare blend of technical genius, entrepreneur, a nationalist and a fine human being. So much was his nationalist fervor that he gave up the mechanical engineering course he was pursuing at Victoria Jubilee Technical Institute in Bombay (VJTI), to join the Indian freedom movement. This brought him to Udupi and he would help his father in his business. The technical brilliance in him was always simmering and he eventually started a engineering workshop in Udupi.

Sri Kudva became a natural choice of Mr. V.S. Kamath, the Managing Director of Canara Public Conveyance (CPC), a well known public transport company, was looking for an engineer to take care of its service, where he ultimately rose to be the Works Manager. This brought him to Mangalore. He has to be rightfully credited for not only making CPC as one of the largest transport companies in this part of the country but also for introducing the system of 'combined booking' which was a consortium of leading

transport companies of South Kanara. This system led to establishing a cooperative and a collaborative transport consortium which worked out to be very efficient and beneficial to the member companies and avoided competition. He married Mr. V.S. Kamath's daughter.

His desire for establishing a full-fledged automobile workshop made him start a separate unit in the 1940s to manufacture auto spares and called it Canara Workshops. It soon became one of the leading workshops of South India. Later he started one more manufacturing unit at Nagpur, Maharashtra, which also became a success. Sri Kudva was a visionary and much ahead of his times. He was the first person to think of the concept of mini steel plant, which possibly was one among the first five units in the world. He also developed a state-of-the-art Foundry and introduced the concept of ferrous and non-ferrous die-casting. All the manufacturing units that Sri Vaman Kudva started were based on the latest technology that was comparable to ones available in the developed western countries. Such was his entrepreneurial spirit and his engineering brilliance. He had a great passion about his motherland and would always think of putting the nation before self. He was an intellectual and a prolific writer. Deeply motivated by Gandhian philosophy, he believed in forthright journalism to flame the spirit of patriotism. He started a Kannada daily 'Navabharath' for which he would write the editorial which was candid and well appreciated.

To me he is a role model who has inculcated in me the value of work culture and handwork. If I have some administrative skills, I dedicate that to Sri Vaman Kudva.

I very humbly pay my homage to this great man.



(Dr. N. Vinay Hegde)
Chancellor

Photo Gallery

Syndicate Bank 89th Foundation Day 20.10.2014



**Garlanding the Portrait of Late V.S. Kudva
Founder Director of Syndicate Bank**



Lighting the Lamp

Syndicate Bank 89th Foundation Day 20.10.2014



**Felicitation to Rtn. Er. Srinivas V. Kudva
on behalf of the Founder Director of Syndicate Bank
Late V.S. Kudva**



**Guest of Honour Rtn. Er. Srinivas V. Kudva
addressing the Gathering**



1914

ನವಭಾರತ
1941



1943

**Canara Workshops Ltd., Industrial Campus
Maroli, Mangalore – 1943 founded by Late V.S. Kudva**



The Canara Alloy Steel Factory - 1964



The Canara Workshop Power House - 1949



The Canara Workshop Campus - Industrial Units

Golden Jubilee Celebrations Canara Workshops Ltd 27.02.1993



Inauguration by Former Chief Minister Hon'ble Veerappa Moily

Others From L to R: Mr. Srinivas V. Kudva (C.M.D.), Mr. Sowkar M. Baba Pai (Chairman), Sri Veerendra Hegde, Mr. Premnath Kudva (E.D), Late Blasius D'souza (M.L.A.), Mr. Ramanath Rai (Former Minister) and Mr. Dhananjaya Kumar (Former M.P).



The Illuminated Canara Workshops Campus on the Occasion of Golden Jubilee Celebrations



Syndicate Bank
Head Office, Manipal
Founder Director - 1925



Board School Mulki
Founder - 1934



C.P.C. Cargo/Parcel
Service - 1939
Managing Director
1939 - 1966



Navabharath
Founder Managing Editor
Kannada Daily Newspaper
Launched in 1941



Kanara Chamber of
Commerce & Industry
President - 1947 - 1950



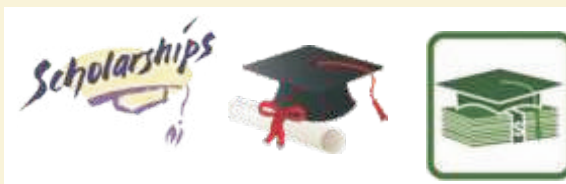
*Charter President
Rotary Club of Mangalore
1950 – 53*

*Man Behind
establishment
of Mangalore Airport
1951*



*Mangalore – Hassan
Railway line survey
conducted
1951 – 52*

*Jog Hydro-electric
Supply
1956*



Canara Foreign Studies Scholarship and Education Fund - 1957



*Man Behind establishment of
K.R.E.C (N.I.T.K.)
Surathkal – 1960*



*Man Behind establishment of N.M.P.T. Panambur, Mangalore
1964 – 75*

*Vijaya College,
Mulki - 1963
Architect-Donor*



*C.P.C. Luxury Bus
Service - 1965
Managing Director
1939 - 1966*

*Vijaya College, Mulki
Library Block – 1966
named after
Late V.S. Kamath
Former Managing Director
of C.P. C.Co. Ltd Donated
by Late V.S. Kudva
Managing Director,
C.P.C. Co. Ltd*





*Construction of many
Bridges across the Rivers
flowing in the Coastal Region*

*Man Behind
Establishment of
All India Radio (AIR)
Mangalore Station
1976*



*V.S. Kudva Memorial
Science Block - 1988
at Vijaya College,
Mulki donated by
Rtn. Er. Srinivas V. Kudva
President, Canara Foundation
Chairman & Managing Director,
Canara Workshops Ltd*

*C.P.C. Logistics Ltd
2014*

*at Baikampady,
Mangalore*





Vaman Srinivas Kudva

1899-1967

Founder Director, Syndicate Bank 1925
Chairman & Managing Director C.P.C. Co. 1939 – 1967
Chairman & Managing Director Canara Workshops Ltd 1943 - 1967
Managing Editor Navabharath Kannada Daily 1941-1966



V. Shrinivas Kamath

1882-1932

Managing Director
C.P.C. Co. 1924 - 1932
Managing Director
Sharada Press

V.S. KUDVA FAMILY MEMBERS

SON



Sanjiv V. Kudva

1930 - 1986

Chairman & Managing Director
C.P.C. Co. Ltd.,
Canara Workshops Ltd.

SON



Rtn. Er Srinivas V. Kudva

Chairman & Managing Director
Canara Workshops Ltd
Chairman
C.P.C., Co. Ltd.,

DAUGHTER



Mrs. Bharathi Mallya

SON



Venkatesh V. Kudva

1938 - 2012

SON



Laxminarayan V. Kudva
Chairman & Managing Director
Canara Sales Corporation Ltd

SON



Er. Balakrishna V. Kudva
U.S.A.

GRANDSON



Rtn. Er. Premnath S. Kudva

Executive Director
Canara Workshops Ltd

GRANDSON



Vasant S. Kudva

Chairman & Managing Director
C.P.C. Logistics Ltd

NEPHEW



Er. M. Gopalkrishna Kudva

1927-2011
Chief Engineer,
C.P.C. Co. Ltd.
1953-2000

Intimate Political Friends



U. S. Mallya

1902-1965
Former M.P.



B.V. Baliga

1895-1968
Former M.L.A.



Dr. T.M.A. Pai

1898 – 1979
Founder, Syndicate Bank

ADMIRERS



K.K. Pai

1921 – 2009
Former Chairman & Managing Director
Syndicate Bank



Dr. N. Vinay Hegde

Chancellor
Nitte University
Chairman
Lamina Group of Companies



1921 - 2009

K.K. Pai

*Former Chairman & Managing Director
Syndicate Bank, Manipal
Former President, Dr. T.M.A. Pai Foundation
Former Registrar
Academy of General Education
Manipal*

Late V.S. Kudva

***A pioneer in industry and commerce in the 20th
century history of South Kanara Dist***

A tribute by Late K.K. Pai

15.03.2008

Public memory is short they say. It is true when we go back in the memory lonesome 75 years, if not centuries.

The 20th century was an epoch distinctly different from the earlier history of South Kanara. Early 20th century saw South Kanara wake up from deep slumber as it were from a mainly agricultural district to move towards industrialisation. A beginning was being made in founding small and big industries, especially in bigger towns of the Districts like Mangalore, Udupi, Kundapura and Karkala. Tile Factories, Cashew Nut industry, Handloom Industries, a few agro based industries raised their heads, thanks to the enterprising leaders of various communities. Traditional industries and vocations were there, but a bold step towards industrialisation through corporate organisations opened up a new vista of opportunities for the self confident, enterprising and visionary individuals.

Late V.S. Kudva was one such leader in the economic history of our undivided South Kanara Dist. he belonged to Mulki, a town on the borders of Udupi and Mangalore taluk – a famous pilgrim centre because of the Shri Venkatramana Swamy Temple, established almost 800 years ago by the Gowda Saraswat Brahmin Samaj – Konkani speaking migrants through past 40 centuries from the banks

An Icon of Automobile Industry

15

of the river Saraswathi (which dried up due to geographic changes due to famines etc) which became Suptavahin almost a legendary river of the mythical past now scientifically proven to be a sacred important river flowing through Haryana, Saurashtra and joining the Arabian Sea at Dwaraka. The Gowda Saraswat Brahmins had their original settlement on the banks of River Saraswathi and due to natural calamities of that age, had to migrate from there to north, east, west and south of India, the last old settlement being Gomantaka.

Mulki town was one of the places our ancestors came to settle down and though they were strangers to the place, by virtue of their honesty, integrity, religious fervour and unity among the community, they built their own social order, organisations and temples on their inherent religious mindedness, and freedom loving nature and tradition. The Mulki Sri Venkatramana Temple on the banks of the river Shambhavi is one of the oldest temples of the Gowda Saraswat Brahmins like Manjeshwar now in Kerala State in our neighbouring Dist.

In one of the leading pious families of Mulki GSB's was born Sri V.S. Kudva in the beginning of 20th century. Part of his early life he lived in Udupi and in later years, he shifted to Mangalore where he rose to his great heights as a pioneer industrialist and a social leader.

In Udupi he being technically qualified, had started a Iron Foundry and Workshop in those early days manufacturing iron and steel products etc. He was married to the daughter of Late V.S. Kamath, another famous pioneer in transport, printing and journalism, besides being a Social leader. He also belonged to the famous Vaderbettu Kamath family of Mulki.

His choice of Mangalore for his future career perhaps was timely and the Dist was almost ready for a new era of industrial and economic progress. He soon joined the transport industry, revolutionized transport by introducing petrol driven buses for passenger transport and Lorries and trucks for goods transport.

The Canara Public Conveyance Co. Ltd, a public limited company was started and was an early pioneer in public transport industry. He established a great reputation for reliability, punctuality, good maintenance of vehicles and passenger comforts and opening up new routes for passenger transport throughout this dist. Late V.S. Kudva was a stickler to implicit discipline and efficiency in his organisations. He had a native talent for engineering and technology especially in iron and steel. This led to the later establishment of one of the biggest ventures in South Kanara Dist of the times. The Canara Springs, well known all over India as “Canara Springs” as the trade name. Late V.S. Kudva was very conscious about quality control and he was very strict to see that the Canara Springs were of high quality, reliability and durability. The Canara Springs was a household name in the Motor and Transport Industry throughout India. Many such spring manufacturing units came into existence years afterwards. Therefore, it is no exaggeration to claim that Late V.S. Kudva was not only a pioneer but the father of Modern Motor Springs manufacturing industry.

For exploiting his knowledge and experience in manufacture of the springs, he visited U.S.A. for the first hand observation training and learning. He firmly believed that one should always keep himself up-to-date in all aspects of an industry.

It must be noted that though his premier interest was engineering industry – iron and steel – springs and transport these alone could not quench his thirst for several other pursuits. He was a social worker. He was proud of his mother tongue – Konkani – one of the oldest languages of India now granted recognition and included in the VIIIth Schedule to the Constitution of India as a recognised minority language with all attendant privileges in Parliament and in administration. It is now the State language of Goa as well.

He was fond of journalism and he was a forceful writer in English, Kannada and Konkani. A periodical named ‘Saraswat’ was founded and edited by him with fairly good circulation. He later founded the famous ‘Navbharath’ Kannada daily, perhaps the first Kannada

daily of the Dist. it was not only popular, but it played a great role in kindling patriotism, nationalism and love for literature in the people of our Dist. Though there was a news editor of 'Navbharath' daily and all such editors were proved nationalists and good writers, on rare but very important occasion, Mr. V.S. Kudva himself wrote the editorial, and it was always for patriotic, nationalist or social causes, for defending the innocent and the exploited and to plead for justice to the oppressed and aggrieved. So forceful used to be his leaders personally written and signed that it had a great impact on public opinion and also in the political and Govt circles.

He was a Founder Director of the Canara Industrial and Banking Syndicate Ltd (Estd. In 1925 by Late Upendra Pai, Late Dr. T.M.A. Pai and brothers) in Mukund Nivas, Udupi. Today the bank is known as Syndicate Bank – a high ranking nationalised bank which has made unique innovations in Banking and own the appreciate and admiration of Late Indira Gandhi and successive Finance Minister and the State Govt's. It is now the lead Bank of the entire Karnataka State and also lead Bank in the several Dist's of Andhra Pradesh, Uttara Pradesh and Gurgaon in Haryana. To the Syndicate Bank goes the credit of starting the first Regional Rural Bank in India at Moradabad in U.P. and 6 other R.R.B's some of them leading RRB's of our country.

Late V.S. Kudva personally was a simple person, not given to luxurious living and habits. He was a strict disciplinarian in personal life as well as in his role as leader of his companies and industries. He was not given to idle gossip and social bickering and controversies. In his public life, he always supported good causes. With his blessings, co-operation, financial assistance, good guidance and encouragement, he was really a man of steel and was not afraid to accept challenges from those who did not agree with his views. He had no personal axe to grind, so he could be bold, fearless, daring, and unselfish.

I and Late T.A. Pai were great admirers of Late V.S. Kudva though we kept a respectful distance from him as juniors and he was a

towering personality. He was always kind and understanding. Though he looked tough and strict in his exterior personality, he was quite sympathetic and kind without showing up these noble qualities in him.

In my public life, I have received immense encouragement and support from him especially when I was active in the Congress party and was a Councillor and later Chairman of the Udupi Municipal Council, when we planned to open up the interior of the Kadabettu Ward in Udupi beginning from the Alankar Theatre to Koragara Koppa further west, a distance of nearly 2 kms, there was only a lane for people to walk to their houses and no roads where vehicles could go. It was a greater inconvenience to the citizens of this prominent area of Udupi town. There were 2 big landlords who owned about 3 acres of land needed for road formation. One was Late Ballal of Sri Dharmasthala Kshethra at that time. I led a delegation of Municipal Councillors, to both these noble men with a request to donate the necessary land for road formation to open up the interior area. I still remember the words of encouragement, support and blessings that he gave me for taking up this worthy public cause and readily agreed to gift away the land required from him for road formation. It was the land where his iron and steel foundry had been established at the beginning of his industrial career.

The land he gifted away will today worth several crores of rupees. Such was his large heartedness and public spirit. Late Ballal also showed the same sympathy for this public cause and gifted the land requested by us for this public purpose.

I wish to add briefly two or three things which are worthy of mention and significant in his life.

He was a fairly good orator in English, Kannada and Konkani. As already stated earlier, he was a fearless and powerful journalist and columnist, whose views were greatly respected and the public followed in action. He was a pure nationalist and a patriot at heart, though to my knowledge he did not identify himself as an active

member of any political party. His inclinations were Gandhian and Socialistic and he always stood for justice and fair play. He loved his employees but not their ill-conceived struggles and protests. He would deal with erring employees very strictly and at the same time helped those who relented.

As I look back over the long years he was shining on our industrial firmament, I feel very remorseful that the society and public of this Dist who belonged to his contemporary times and the new generation, have not fully appreciated and recognised his pioneering work and efforts towards industrialisation of our Dist as we ought to have done.

He was a close associate of Late U. Srinivas Mallya, M.P. and then General Secretary of the Indian National Congress Party during the times of Late Pandit Jawaharlal Nehru and Late Lal Bahadur Shastri, who later became the Prime Minister of India. Late V.S. Kudva had supported in many ways Mr. U.S. Mallya in his political struggles and was partly responsible for the development of the highways of our Dist and the bridging of several rivers of the Dist like Udyavar, Mulki-Pavanje, Kulur etc so that transport was made quite fast and comfortable. The Mangalore Major Port would not have been where it is now located but for Mr. U.S. Mallya's efforts and political influence and today Mangalore Port is one of the busy major Sea ports of India. Late Mr. V.S. Kudva was a member of the South Kanara Brain Trust along with other great sons of our Dist and neighbouring South Malabar Dist like Late B. Vaikunta Baliga, Late Samuel- Aaron of Pappinissarie, Lt. Col. Mirajkar, Late Subbaiah of Mercara and a few other leading personalities of the Dist. I cannot remember all the names at this distance of time but I have mentioned only a few whose names came up uppermost in my memory, as leaders who thought of a great and prosperous economic progress through planning for the future.

On this memorable occasion of a Mulki Kudva's family get together with their members, relatives and friends it gives me a nice feeling and an inspiration to emulate Late V.S. Kudva. Very few memorials

are created to cherish his name and what he did for us to posterity, I pay my respectful homage and rich tributes to his illustrious memory. Not enough has yet been done to perpetuate it and we should feel guilty of not honouring him after his death. He was the President of The Kanara Chamber of Commerce, Chairman of CPC Co. Ltd, Canara Workshops Ltd etc. The Canara Foundation is one of the few memorials to remind us that there lived a great and noble man not very long ago whom we saw, talked to, lived with and drew inspiration from to shape our own lives, fulfil our own aspirations and ambitions we accepted him as a role model for the younger generation. May Late V.S. Kudva live in our hearts and minds for a long time to come. I thank his sons, Late Sanjiv V. Kudva, Mr. Srinivas V. Kudva, Mr. L.V. Kudva and other sons and grandsons for giving me an opportunity to serve as a Director of Canara Workshops Ltd. thus providing me an opportunity to peep into the life and achievements of an industrial giant of the Dist of our times.

P.S.:- This article is reproduced from the introduction of 'Mulki Kotakeri Kudva's Family History' book published in the year 2008.

Courtesy and Author : Dr. Achuth R. Kudva, Mulki.

markudva@yahoo.com



L.V. Kudva

Laxminarayan V. Kudva

Managing Director

Canara Sales Corporation Ltd

Mangalore

**A Biographical Sketch of the Pioneer in
Automobile Industry**



Mr. V.S. Kudva with his wife Mrs. Sharada Kudva

A practical philosopher is to be found in a successful businessman like Mr. V.S. Kudva who had steered Canara Workshops and C.P.C. group of companies to a resounding success by virtue of his sterling performance. His vast knowledge and experience in the transport

business is reinforced by a faith in technical education. He believed also in industrial integrity based on the use of the best materials and machinery, apart from making **products to a standard, and not to a price** the strictest supervision and inspection, supplemented by research on the production.

He placed it on record by revealing that Indian workers if provided the opportunity are in every way equal to foreigners. He accepted that quality is the key and backbone of the reputation that is enjoyed by Canara Springs today.

Industrial pioneering is rare enough in India to merit special notice and Mr. V.S. Kudva, the founder of Canara Workshops, who embarked on an expansion, is remembered far beyond his home town of Mangalore in Karnataka as a man of vision, mission and skill who placed South Kanara Dist on the Industrial map of India, generated employment and created livelihood to more than 1,000 employees. An Industrialist, Freedom Fighter, Journalist, Educationist, Author, Teacher, Banker, Social Reformer and a multi faceted personality.

Late Vaman Srinivas Kudva well known as V.S. Kudva who hailed from an affluent, very conservative and traditional well respected GSB community was born on 09.06.1899 at Mulki (where presently Vijaya College Mulki ladies hostel is located) to his parents Late Srinivas Ramachandra Kudva and Late Bhagirati. His father owned a small handloom unit and used to travel by cycle for his business purpose and personal work, when cars were unknown in Mulki during that period.

Brought up in a simple village with calm and quiet rural surroundings and with a serene background of silently flowing Shambhavi River, Mr. V.S. Kudva completed his primary school education at Mission School, Mulki and high school education in Christian High school at Udupi. Late Dr. T.M.A. Pai was his classmate. Mr. Kudva was very active and participated in school debates and was a good orator and writer both in English and Kannada languages. In short he left behind an indelible mark in his

A Man with Passion & Compassion

schooling career.

In 1908, Mr. V.S. Kudva's father shifted his business and residence to Udupi for better business prospects and for better education facility of his children Master Ganapathi, Master Vaman and Ms. Anandi and established a hardware business called 'Srinivas Ramachandra Kudva & Co.' at Car Street, Udupi and a foundry firm called 'Srinivas Industrial Works' in Udupi engaged in manufacturing safe lockers, foundry and iron related products and wholesale Jaggery business which was the most modern in those days. He spent and passed his leisure time in his father's shop.

In 1918 he passed intermediate from Govt. College, Mangalore (Estd. 1868) (Now University College) and during that period, Late Dr. T.M.A. Pai of Manipal was his classmate. He proceeded to Bombay to pursue his engineering studies and joined Mechanical Engineering course in Victoria Jubilee Technical Institute, Matunga, Bombay (V.J.T.I.). He was a meritorious student throughout his 3 years academic career. During this time, he was on a study cum pleasure trip to Madras (Chennai) wherein he accidentally met Mr. V.S. Kamath, Managing Director of Mangalore Trading Association (Sharada Press) and Managing Editor of Weekly newspaper 'Swadeshabhimani' and also the Director of C.P.C. Co. Pvt. Ltd. He was on a business trip and was looking out for purchase and to acquire machineries such as lathes and drilling machines for the Company. In this regard, he sought V.S. Kudva's assistance in identifying and purchasing the best quality of workshop machinery since he had a thorough knowledge of machinery being a mechanical engineering student. He happily agreed, identified and selected good machinery required for the transport industry. Mr. Kamath was very much impressed by the technical knowledge he possessed and inspired by the acquaintance. He invited him to Mangalore during his visit to his hometown Udupi.

On his return to Bombay, Mr. Kudva attended the All India Congress (AICC) Session held in December 1920 at Nagpur wherein Mahatma Gandhiji presided and launched the **Non Co-**

Operation Movement in protest against the British Govt's harsh, indifferent rule and administration. Responding to Gandhiji's call he abandoned his studies abruptly and quit the college. He packed all his belongings and returned to his hometown Udupi without a graduation certificate in his hand or a degree against his name. He assisted his father in his workshop and trading activities for a short period. His father, being a strict disciplinarian was furious and annoyed by his son's decision to quit the college. He frequently questioned his son's indiscipline to quit the college and abandon his studies abruptly. It resulted in a difference of opinion, rift and argument between the father and the son. In due course, the intimate relationship soured, melted and evaporated which compelled Mr. V.S. Kudva to depart from his father, his trading activities and discontinued his family relationship.

From 1922 to 1926 he started a small Engineering/Foundry Workshop at Udupi with an idea of earning an independent living. During the course of time, Late K.K. Pai Former President of Udupi Municipal Council approached him with a request to donate a part of his industrial land for the conversion of existing narrow lane in front office into expansion of wide road which he agreed spontaneously. This facilitated the motor vehicles to ply on the road easily and freely. Consequently, it helped lot of commuters. It also reduced their time and distance in walking and travelling. This indicated his noble gesture for the worthy public cause.

He also worked as a volunteer and honorary teacher in National School, Karkala founded by the Congress party (known as Congress School) responding to Gandhiji's call to replace English aided schools.

Even during his student days he was interested in Journalism. In 1922, the Editor of a Weekly newspaper 'Satyagrahi' was suddenly arrested and imprisoned for writing against the British Rule and defaming their administration. Consequent to this the Editor's post fell vacant and none to succeed. But the readers compelled and persuaded Mr. Kudva to enter the field of Journalism. He accepted

the post of an Editor and Publisher of that paper. From 1923 to 1924 he served as the Editor of Kannada Weekly “Swadeshabhimani” published by Late V.S. Kamath who was the Managing Editor of the newspaper. Mr. Kudva wrote numerous articles, stories under the nickname ‘Jagannath’. He was also a member of State Journalists Advisory Committee.

In 1924, acquiring this short journalistic experience Mr. Kudva started his own Konkani language weekly newspaper ‘Saraswath’ jointly with Mr. V.S. Kamath, who was the Managing Director of Mangalore Trading Association (Sharada Press), and Managing Editor of weekly Kannada newspaper ‘Swadeshabhimani’ and also the Managing Director of C.P.C. Co. Ltd. He was managing the administrative and maintenance service of the company. In due course he felt the need of an efficient engineer and Works Manager to run and supervise the growing fleet of the company. His choice finally fell on Mr. V.S. Kudva who was eminently suited for the job both by the technical knowledge acquired at the Victoria Jubilee Technical Institute, Bombay and also by the practical experience he gained in running his own workshop for six years coupled with his innate preference for that line of industry.

In 1925, he founded ‘Canara Industrial and Banking Syndicate Ltd’ at Udipi, later renamed as Syndicate Bank together with T. Upendra Pai and Dr. TMA Pai as the co-founder Directors. During that period he also established Kalyanpur Sugar Mills which was operational only for few years.

In 1926, he visited Mangalore in response to the invitation of Mr. V.S. Kamath and joined C.P.C. Co. Ltd as a Works Manager and Chief Engineer with a salary of Rs. 100 (Rs. One Hundred Only) p.m. He was instrumental in transforming the C.P.C. Co. workshop from a loss incurring company into a profit earning company. He transformed the company into one of the finest and modern workshops in the State. It was Mr. Kudva’s expert technical knowledge and skill and a desire to develop a transport industry that converted a plain non-mechanised fleet maintenance service

shop into an ultra modern comprehensive service workshop. Before long the C.P.C. Co. Ltd. found itself able to service and maintain not only their entire fleet of vehicles but also the vehicles which belonged and were owned by other transport operating companies.

In 1928, he married Shantha Bai [Alais Sharada her married Name], daughter of Managing Director Mr. V.S. Kamath. In 1932 Mr. V.S. Kudva was appointed as General Manager of The C.P.C. Co. Ltd. after the death of V.S. Kamath.

Owing to the outbreak of World War and its subsequent consequences affected the general economic conditions in India and also trade and industry sector in general suffered a setback. The company experienced a financial crisis; added to this it faced stiff competition from other transport companies/operators resulting in the company's virtual collapse. It was on the verge of closure. It was at this moment that the genius of Mr. Kudva swung into action with a definite role to play by transforming the loss incurring company into a profit earning company.

In 1933, as President of the South Kanara Road Transport Operators Association, Mr. Kudva invited other competitors in the field for a consortium meeting and proposed and introduced to them a novel scheme of Pool Booking called '**Combined Booking Agency**' under which all the companies operated as one unit and the earnings were to be divided and shared at the pro-rata basis and in accordance with the number of buses engaged and operated by each company in different routes and regions. All the company's except 3 operators joined the pool. This pool functioned very successfully under the able and dynamic guidance of Mr. Kudva and thereby the competition was eliminated. In 1938, the shareholders of the company unanimously elected him as a Director and subsequently confirmed him as a Managing Director in 1939. He continued in that position till his untimely death in 1967. During his regime The C.P.C. Co. Ltd progressed, prospered and earned a great name and fame in the country. It paid rich dividends to its shareholders, declared bonus to its employees.

Mr. V.S. Kudva had realised that to provide employment and in keeping with enterprising spirit of the people, more and more industries must be established. He propagated his conviction and implemented into practise.

In 1939, he founded The Canara Sales Corporation Ltd. In the same year, he introduced C.P.C. Lorry Cargo and parcel service. In the very same year he started a vehicle body building unit and a sawmill unit. He also introduced a technical training certificate course for the aspiring students in 1940. In 1941, he started The Canara Motor & General Insurance Co. Ltd. and in the same year he established The Newspaper Publishers Pvt. Ltd. which then published the Kannada daily “Navabharath” (1941) which was very popular in every household of the Dist. As its editor he commanded respect of Kannada Journalists, and successfully organised the ‘Akhila Karnataka Journalist Conference’ in Mangalore. He wrote many articles on Automobile Industry. He also authored a book entitled “Motaru Yantra Vijnana” on automobile industry which was duly accepted, acknowledged acclaimed and deservingly awarded by the Madras University. He also authored a book entitled “Dakshina Kannada People and their Culture” depicting the various customs, tradition, cultures, food and festivals and hospitality of the people of the coastal region.

He founded The Canara Workshops Ltd in 1943 and in 1950 started automobile leaf springs manufacturing unit with the famous brand name ‘**Canara Springs**’ which was called as Springs factory. Considering the consistent demand for the automobile leaf springs in Northern India he opened Canara Workshops Branch [another factory] in Nagpur called ‘Vidarba Auto Springs and Ancillaries’ on 03 June 1961. In 1948 he had started **The Canara Tyre & Rubber Works Ltd**, a tyre retreading unit for the **first time in the whole of Mysore State**. He also started and managed several other transport concerns through acquisitions, mergers and amalgamations.

From 1947 – 1950, he served as the President of Kanara Chamber

A Biographical Sketch of the Pioneer by L.V. Kudva

of Commerce & Industry, S.K. Dist. During his tenure, he resolved many of the pending issues pertaining to the trade and industry. He also addressed many of the grievances faced by the traders by negotiating with the Govt authority. He was instrumental in establishing the all Weather port, Airport, construction of Bridges across the number of flowing rivers and Roadways, Railways, A.I.R. Station at Mangalore.

He worked very sincerely for the economic and commercial development of the district; he also contributed immensely in the Educational progress. In 1950 he introduced the Rotary movement in Mangalore by starting a Rotary Club of Mangalore which is an international voluntary service organisation and was the Founder/ Charter President of the club and served the public with various community services. He established the Canara Foreign Studies Loan Scholarship and Educational Fund on 25.03.1957 for awarding repayable/refundable scholarships for poor meritorious students for pursuing their higher studies abroad.

He was also responsible for establishing a Engineering College called as Karnataka Regional Engineering College (K.R.E.C.), Surathkal which was established in the year 1960. The college campus is spread across a sprawling area of 250 acres of land. Initially the college started with introduction of civil, mechanical and electrical engineering branches. Late Prof. A.S. Adke was the founder Principal and served the college from 09.03.1960 – 26.12.1967. Mr. Kudva's third son Mr. Laxminarayan Kudva was the first batch student of this college and his youngest son Mr. Balakrishna Kudva graduated in B.E. (mechanical) from this college (1966-71). Initially it was affiliated to Mysore University. Later in 1980 it shifted its affiliation to Mangalore University. In 2002 it was elevated and awarded the status of Deemed University and renamed as National Institute of Technology Karnataka (N.I.T.K.), Surathkal. Mr. Kudva was a member of the College Advisory board (1960-67).

He was the President of S.K. Development Small Scale Industries

Association and S.K. Village Industries Association as well. He also actively participated in Ramakrishna Ashram activities in Mangalore.

He travelled extensively throughout the country and also overseas such as Middle East, Europe, and America in 1951. In 1960 and in 1963 he proceeded to Europe, America, Japan, and Germany etc on a Industrial/Business study cum pleasure tour. He was a workaholic and people used to call him “Karmayogi”. He always believed that total dedication to hard work is the secret of success. Very few people achieved success by hard work and integrity what Mr. V.S. Kudva followed throughout his life.

He brought up his family comprising of 5 sons and a daughter just like his father, under strict discipline and providing the best available educational facilities to them. He inducted his first son Sanjiv in the Navbharath Press. He made arrangements for his second son Srinivas and third son Venkatesh to proceed abroad for higher engineering and metallurgical studies. Later he inducted them in the Canara Workshops Ltd. He had his daughter Bharathi complete her B.Sc. graduation from Madras. Later she was married to Mr. P.R. Mallya. His fourth son Laxminarayan after his B.Sc. graduation joined K.R.E.C. Surathkal to pursue his engineering studies. He left the college in the middle of the course to look after automobile service company. The youngest son Balakrishna graduated in Mechanical Engineering from K.R.E.C., Surathkal. Mr. V.S. Kudva passed away on 30th June 1967 due to cardiac failure.

Presently, his second son Mr. Srinivas V. Kudva is managing the Canara Workshops Ltd as the Chairman and Managing Director. His third son Mr. Laxminarayan Kudva is Chairman and Managing Canara Sales Corporation Ltd. His grandson Mr. Premnath S. Kudva is officiating as the Executive Director of the Canara Workshops Ltd. His other grandson Mr. Vasant S. Kudva is managing the affairs of the C.P.C. Company as Chairman and Managing Director which is now renamed as C.P.C. Logistics Ltd. the company Head Quarters is based in Baikampady, Mangalore.

CALENDAR OF EVENTS

09.06.1899	Birth of Mr. V.S. Kudva
1905	Primary School education at Mulki
1910-16	High School education at Board School, Udupi
24.03.1914	C.P.C. Co. was established with Head Office at Kodailbail, Mangalore
28.04.1914	First C.P.C. Co. Board of Directors meeting held
1917	Joined Intermediate Course at Govt College Mangalore
21.09.1918	Mr. V.S. Kamath was elected as Director of C.P.C. Co. at A.G.M. of the company
1918-20	Admitted to Mechanical Engineering Course at V.J.T.I, Bombay
1920	Mr. V.S. Kudva attended Non Co-operation movement at Nagpur launched by Mahatma Gandhi at All India Congress session
1921	Mr. Kudva joined his father's business Srinivas Industrial Works at Udupi
1922	Mr. Kudva worked as an honorary teacher in National School, Karkala started by Congress party
1922	Editor of Satyagrahi Kannada Weekly paper
1922-26	Mr. Kudva – a Trader in Udupi Liberal donation of his industrial land for the formation and expansion of the road at Udupi
1923-24	Editor of Kannada Weekly Swadeshabhimani
1924	Launching of Konkani weekly News Paper 'Saraswath'
03.08.1924	Mr. V.S. Kamath elected as M.D. of C.P.C. Co.
1924-1926	Establishment of Kalyanpur Sugar Mill
1925-29	Founder Director of Syndicate Bank, Udupi

V.S. Kudva - HIS LIFE & TIMES

1926	Mr. V.S. Kudva joins C.P.C. Co. as Works Manager and Chief Engineer
1928	Mr. V.S. Kudva married Sharada alias Shantha Bai, daughter of Mr. V.S. Kamath
15.10.1932	Death of Mr. V.S. Kamath, M.D., C.P.C. Co.
19.10.1932	Mr. V.S. Kudva promoted as G.M., C.P.C. Co.
01.02.1933	Combined Booking Agency introduced
1934	Board School at Mulki established
1939	Silver Jubilee Year of C.P.C. Co.
1939	Mr. V.S. Kudva elected as M.D. of C.P.C. Co.
17.03.1939	Canara Sales Corporation Ltd established
1939	C.P.C. Lorry Cargo Service, Body building and sawmill unit established
1940	Automobile Training course introduced
1941	Navbharath Kannada Daily launched
1942	Formation of United Karnataka Transport Co. Ltd
1942	Authored book 'Motaru Yantra Vijnana'
1943	Canara Workshops Ltd established
1943	Canara Motor and General Insurance Co. started
1947	Central Karnataka Motor Service Ltd formed
1947	Canara Workshop, Maroli Plant commissioned
1947-50	President of Chamber of Commerce & Industry, Mangalore
1948	Canara Tyre & Rubber Works Ltd established
1949	Generator was installed at C.P.C. Co./Canara Workshops Ltd
1950	Production of automobile leaf springs. - Canara Springs
1950-53	Charter President, Rotary Club of Mangalore
01.11.1956	Re-organisation of States – D.K. Dist was attached to Mysore State from Madras State
25.03.1957	Canara Foreign Loan Scholarship and Educational Fund introduced
1957	Establishment of Metallurgical Laboratory at Canara Workshops Ltd

1960	President of Academy of General Education, Manipal
03.06.1961	Production at Vidarba Auto Springs and Ancillaries, Nagpur
22.07.1961	Late Sanjiv V. Kudva inducted as Director of C.P.C. Co.
1962-64	Canara Alloy Steel Plant established
1961	Family property at Mulki donated to Vijaya College
11.07.1963	Vijaya College Mulki was inaugurated
1963	Donation of a Library Block to Vijaya College, Mulki at the cost of Rs. 25,000 in memory of Late V.S. Kamath, Former Managing Director of C.P.C. Co.
24.03.1964	Golden Jubilee Year of C.P.C. Co.
17.05.1965	Golden Jubilee Celebrations of C.P.C. Co.
1965	Death of U. Srinivas Mallya M.P.
1967	Introduced Day and Night luxury buses to Bangalore and Bombay
30.06.1967	Death of Mr. V.S. Kudva, CMD C.P.C. Co. & CWL
22.06.1971	Canara Foundation established
06.06.1981	Establishment of V.S. Kudva Memorial Foundation
1987	Donation of Rs. 5.00 lakhs by Mr. Srinivas V. Kudva, President of Canara Foundation in fond memory of his Late father V.S. Kudva for construction of a Late V.S. Kudva memorial Science block at Vijaya College Mulki
27.02.1993	Golden Jubilee Celebrations of Canara Workshops Ltd
1993	V.S. Kudva Computer Academy
27.06.1999	Birth Centenary Celebrations of Late V.S. Kudva at Nalanda Eng. Medium School, V.T. Road, Mangalore
2014	Centenary Year of C.P.C. Co.

V.S. KUDVA'S LIFETIME ACHIEVEMENTS

Mr. V.S. Kudva in his lifetime played several roles like school teacher, trader, editor, social reformer, banker, Rotarian, educationist, author, technical trainer and a successful industrialist.

01. Actively participated in school competitions like debate, essay writings, elocution competitions.
02. Secured rank in first 2 years of Engineering Studies at Victoria Jubilee Technical Institute, Bombay
03. Brilliant throughout his Academic career
04. Supported Gandhiji's Non Cooperation Movement by quitting the college managed by the British - as a true patriot/freedom fighter
05. Joined father's business at Udupi and left abruptly and started his own trading foundry business at Udupi at a very young age.
06. Established a small Engineering/Foundry Workshop at Udupi with an idea of earning an independent living
07. Served as a honorary teacher at National School, Karkala founded by Congress party popularly known as Congress school
08. Worked as a editor of weekly Kannada papers '**Satyagrahi**', '**Swadeshabhimani**' and Weekly Konkani paper '**Saraswat**'
09. Promoter and Founder Director of **Syndicate Bank**, Manipal
10. Established Kalyanpur Sugar Mills
11. Launched very popular **Navabharath** Kannada daily paper as its Managing Editor at Mangalore which was in circulation for more than 4 decades.
12. Organised a **State Conference for the first time** called "Akhila Karnataka State Journalist Conference" in Mangalore for Journalists, Authors, Writers, Poets.
13. Member of State Journalists Advisory Committee.
14. Mr. Kudva with the assistance of Late Padma Bhushan Kota Shivaram Karanth prepared and introduced a geographical and road map of S.K. Dist for the **first time**.

V.S. Kudva's Lifetime Achievements

15. Joined C.P.C. Co. as Works Manager and Chief Engineer in 1926. Promoted as General Manager in 1932 and elevated as Managing Director of the company 1939.
16. Established Canara Sales Corporation Ltd
17. Introduced C.P.C. Lorry service for transportation of cargo and parcel service
18. Introduced Day and Night luxury buses to Bangalore and Bombay in 1967
19. Established Vehicle Body Building Industry at the C.P.C. Co.
20. Established a Sawmill at C.P.C. Co.
21. Authored a book entitled 'Motaru Yantra Vijnana' – a reference book and guide for the automobile engineering trainees containing theoretical and practical training subjects. In recognition and appreciation of this book Madras University awarded a prize to V.S. Kudva.
22. Authored a book entitled "Dakshina Kannada People and their Culture".
23. Introduced a **Technical Training Course** both theoretical and practical for the aspiring technicians which is the **first technical course** introduced in the S.K. Dist.
24. Formed United Karnataka Transport Co. by merger and amalgamation of loss incurring transport companies operating at Karwar, Hubli regions.
25. Formed Central Karnataka Motor Service Co. by merger and amalgamation of loss incurring transport companies operating at Shimoga and Malabar regions.
26. Establishment of Canara Workshops Ltd – a full fledged vehicle maintenance and service garage.
27. Permission was granted to the K.R.E.C. automobile engineering students to visit Canara Workshops for their practical training and for preparation of project reports.

28. Granted permission for mechanics/executives of other transport companies like TVS and Mahindra to visit Canara Workshops for their practical training.
29. Free school education scheme launched for the company's employees children.
30. Introduced refundable Scholarship scheme to the deserving and meritorious students to pursue their higher studies
31. Established Canara Foundry for manufacture of automobile spare parts indigenously.
32. Floated a vehicle insurance Co. – Canara Motor & General Insurance Co. Ltd. for covering comprehensive insurance for the vehicles.
33. Establishment of new Canara Workshops plant at a spacious land measuring to the extent of 23 acres at Maroli, Mangalore
34. Pioneered in establishing of Canara Tyre & Rubber Works Ltd, a **first tyre retreading industry** in the entire Mysore State.
35. Installation of Generators both at C.P.C. Co. and Canara Workshops Ltd premises.
36. Pioneered in establishing and manufacturing of first automobile leaf springs factory called Canara Springs, a famous brand.
37. Establishment of Vidarbha Steel plant at Nagpur to cater the market needs of north India regions
38. Establishment of **Canara Alloy Steel mini Plant, first of its kind in Asia**
39. Establishment of Board School for the convenience of poor students of Mulki
40. **Donation of his entire family property at Mulki** for the construction of Vijaya College, Mulki and for ladies hostel and donation of library block to the college in memory of Former Managing Director of the company and his father-in-law Late V.S. Kamath.

V.S. Kudva's Lifetime Achievements

41. **Liberal donation of his industrial land** for the formation and expansion of the road at Udupi
42. First fully fledged transport industry with service and maintenance dept, body building dept, foundry, petrol pumps and insurance cover for the vehicles under one roof.
43. Introduced Provident Fund, Bonus, gratuity and pension for the employees for the **first time** by the company before the Act was passed and enacted.
44. Travelled to Middle East, Europe, U.S.A., U.K. and Japan on an Industrial study tour.
45. Charter President of Rotary Club of Mangalore for 3 years and launched Rotary movement in Mangalore 1950-53.
46. Founder President of South Kanara Road Transport Operators Association
47. President of South Kanara Development and Welfare Board
48. President of Small Scale Industrial Association, S.K. Dist.
49. President of South Kanara Village Industries Association
50. President of Academy of General Education, Manipal
51. President of prestigious Kanara Chamber of Commerce & Industry, (K.C.C.I.) Mangalore 1947-50.
52. A Member of Governing Council of K.R.E.C. (N.I.T.K.) Surathkal (1962-67).

Mr. V.S. Kudva strived very hard for the all round industrial, commercial and economical development of the Dist by playing a key role in establishing airport, sea port, railways, national highways, development of roads, construction of bridges across rivers, establishment of a engineering college called Karnataka Regional Engineering College (K.R.E.C.) Surathkal (now National Institute of Technology Karnataka (N.I.T.K) Surathkal) and establishment of AIR station. He was very active in Ramakrishna Ashram activities as well.



C.P.C. Co. Ltd - 1914
Canara Public Conveyance Co. Ltd

A TRANSFORMATION

Canara Public Conveyance Co. Ltd. (popularly known as C.P.C) was established on **24.03.1914** in pursuance of the Indian Companies Act 1913 Section 243 [5] and incorporated under the Indian Companies Act 1882. The company registration certificate was signed and issued by the Asst. Registrar of Joint Stock Companies of South Kanara Dist. The company was promoted by the following Founder Directors. However, it is interesting to note and record that none of the founders of the company had either any sort of experience in the transport sector or any type of association with any transport companies. They had to float the company under several adverse terms and conditions. The transport industry was quite new to the Dist and non-availability of technical and maintenance personnel was a constraint. The first meeting of the Board of Directors was held on 28.04.1914. The first resolution passed by the company was **“the meeting resolves to authorise the Managing Agent (Nellikai Venkat Rao) to move the Dist Board for the improvement of roads in the Dist”**.

It was the **first company in the Dist to introduce voluntarily the payment of bonus to the employees every year. First in the Dist to introduce Gratuity, Provident Fund scheme** to the employees. The company also extended **free high school and college education** for the deserving family members of the employees.

FOUNDER DIRECTORS



Late N.V. Rao
1914 – 1918



Late N.M. Bhandary
1914 – 1918



Late B.N. Kamath
1914



Late B.V. Rao
1914 - 1918



Late B.B. Rao
1914 – 1918



Late K.S. Rao
1914 – 1916



Late K.S.H.A. Haji
1914 - 1918

01. Late Nellikai Venkat Rao

Managing Director, a trader, and a chairman of Mangalore Municipal Corporation for 17 years in succession.

02. Late Narasimha Marthu Bhandary

A prominent merchant of Mangalore with a branch office in Bombay

03. Late Bangle Narayan Kamath

A Landlord, Businessman, Poet, Dramatist and a social reformer from Mulki

04. Late Bolar Babu Rao

A Retd. Govt Revenue Officer

05. Late Bolar Vittal Rao

a Bharath Insurance Co. Agent

06. Late Kachur Shanker Rao

A Jeweller at Golikatta Bazar, Mangalore

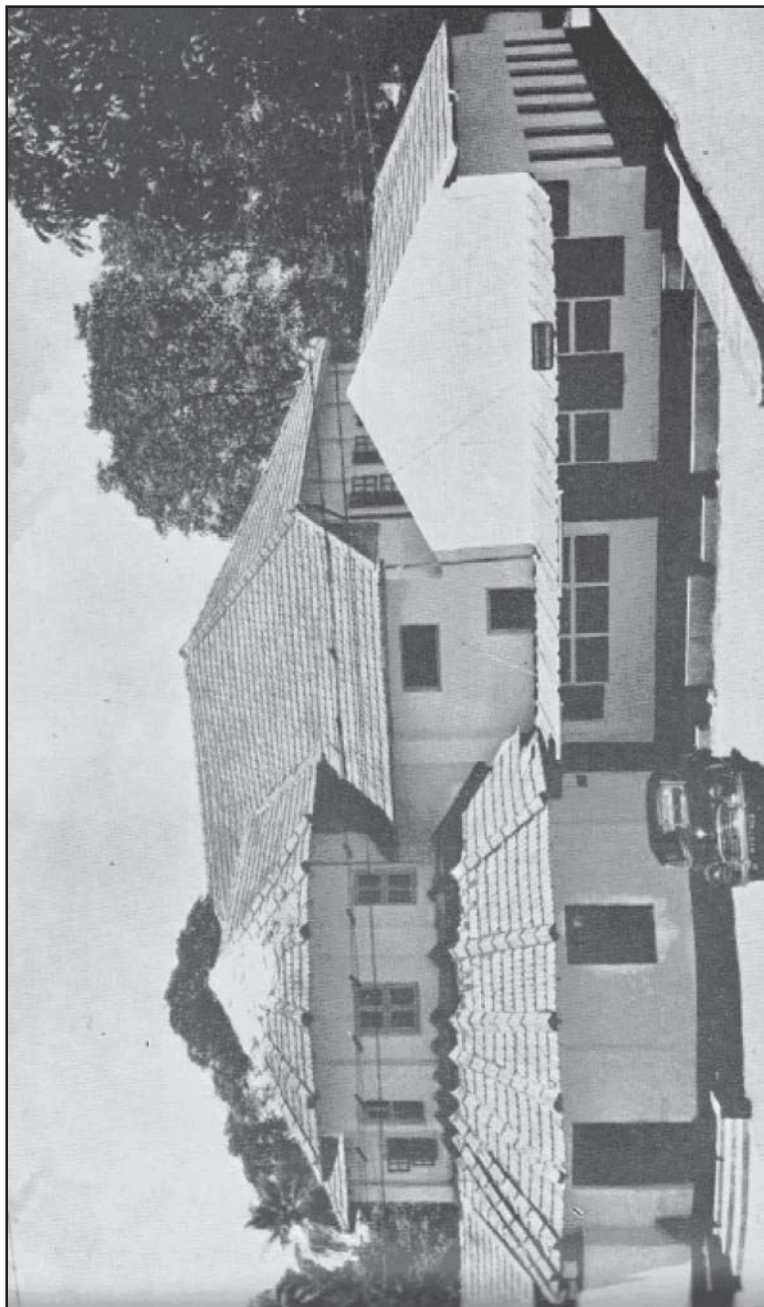
07. Late Khan Saheb Haji Abdulla Haji
Kassim Saheb Bahadur

A trader and the founder Chairman of Corporation Bank, Udupi

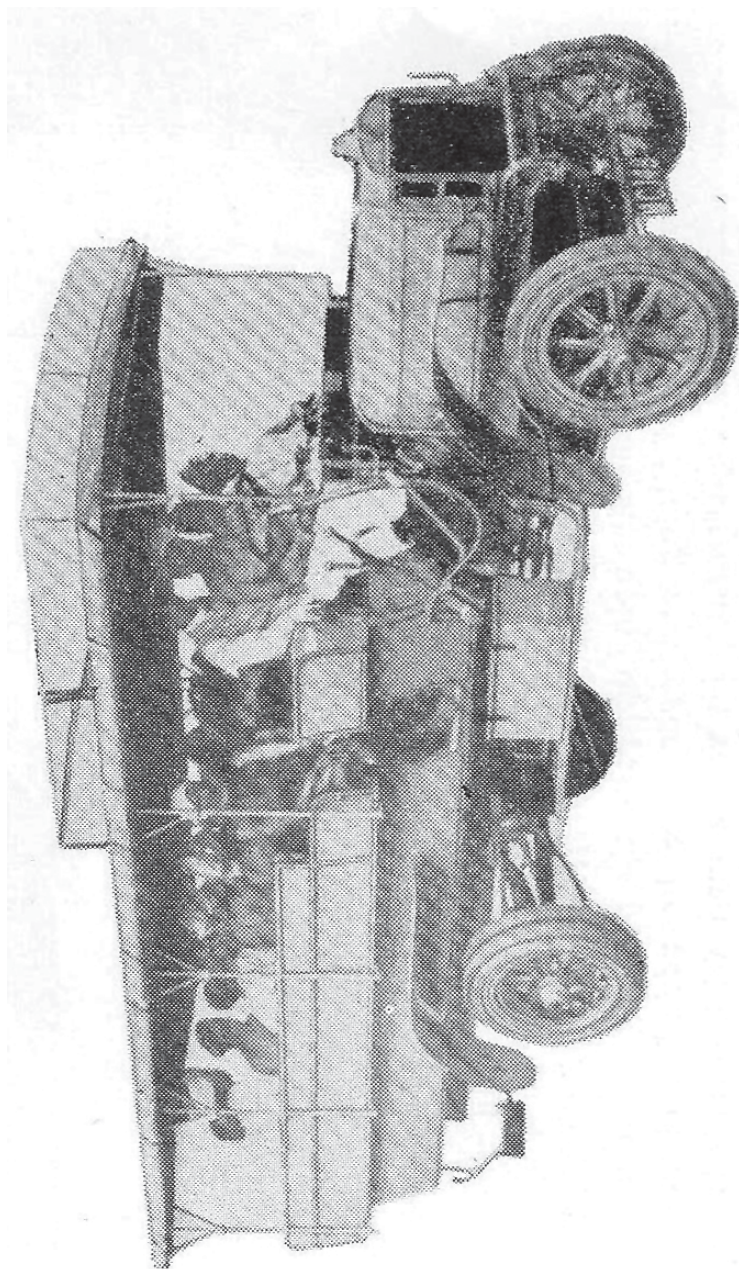
They founded the company with an aim and objective to provide conveyance to the public for their frequent movement from one place to another. With its Head Office located at Kodialbail, Mangalore, behind the present Hotel Ocean Pearl. The company with a humble beginning in 1914 moved slowly and steadily with a operation of a single bus with a capacity of carrying 22 passengers. It made a maiden trip of 16 miles from Mangalore to Bantwal with daily 2 up and down trips. The one way journey involved about 1½ hours duration. It is needless to mention about the pathetic, dilapidated and deplorable conditions of the roads which resulted in frequent breakdown of the vehicles. Despite these constraints, in due course, the company slowly and steadily extended its passenger bus services to other regions by deploying additional fleet of buses. The only consolation was that it was new and the only transport company in the Dist that enjoyed monopoly status. This enabled them to attract the passengers and generate more revenue to the company. Thereby, C.P.C. Co. enjoyed a status as a pioneer and leader in the transport sector of South Kanara Dist for a very long time.

Since the inception of the company, it had a progressive outlook in all its business operations. It tried to reach all the corners of the Dist through indifferent roads combating difficult obstacles to provide transport facilities easily accessible and affordable to the people. Passengers were carried in country boats as a transit journey to cross the rivers and a connecting bus waited across the river to continue their onward journey. It built rest houses for the passengers at places where passengers had to stay during the night and also where there was little human habitation such as Charmady Ghat, Ujire, Someshwar and also at places like Udupi, Mercara etc. Buses were run on a charcoal/steam engines and Mangalore-Kundapur journey required 2 days and passengers used to carry 2 days food packets. Sufficient stock of charcoal was carried in the bus, in case of shortage they used to buy from the charcoal depots in Mulki, Udupi and Kundapur. C.P.C., Shankar Vittal, and Hanuman transport company buses were very popular during that time in the coastal area. Gajanana in Sagar and Shiv Shanker in Shimoga were popular buses in the Malnad regions.

C.P.C. Co. Ltd Head Office, Mangalore



C.P.C. Co. Head Office Bldg at Kodialbail, Mangalore



The first bus of C.P.C. Co. in 1914 operated between Mangalore-Bantwal

Owing to the outbreak of World War and the consequences thereafter, the general economic conditions in the world affected India also. The trade and industry in general suffered a setback particularly the transport industry. The non-availability of spare parts, raw materials, scarcity of fuels (Petrol, Diesel and Kerosene) created all sort of complications. Added to this it also faced a stiff competition from other transport companies/operators which resulted in loss for the company. It was on a virtual collapse and on the verge of closure. In 1917-18, the shareholders expressed their discontent on the losses incurred by the company and questioned the management and advised them to solve the financial crisis faced by the company.

The company's annual general meeting was to be held on 21.09.1918 at their Kodialbail Head Office. During this time, Mr. V. Srinivas Kamath, Managing Director of Mangalore Trading Association (Sharada Press) and the Managing Editor of 'Swadeshabhimani' and his friends were very anxious and expressed their desire to attend the meeting and to observe the proceedings. But when they reached the venue of the meeting, to their utter surprise they could only notice share holders raising their voices and shouting against the Managing Director and the directors of the company. They questioned them about their inefficient administration and the financial crunch faced by the company and its failure to declare dividends to the share holders, bonus to the employees. They obstructed the Directors and prevented further continuation of the meeting and proceedings and also disrupted them from addressing their grievances.

Unable to control the situation, the Managing Director of the company Late Nellikai Venkat Rao and couple of directors submitted their resignation on the spot and walked out of the session resulting in interruption of the meeting, which all of a sudden came to a halt. The situation compelled the share holders to search and

elect a new Director. During this time, few share holders noticed Mr. V.S. Kamath amongst the gathering in the hall, approached, influenced and persuaded him to accept the post of a new Director in the company for which he was reluctant and unwillingly agreed and accepted. Later, he had to play a rescuing act by infusing his personal funds into the company and bailing out the company from the anticipated financial deficit, crunch and crisis.

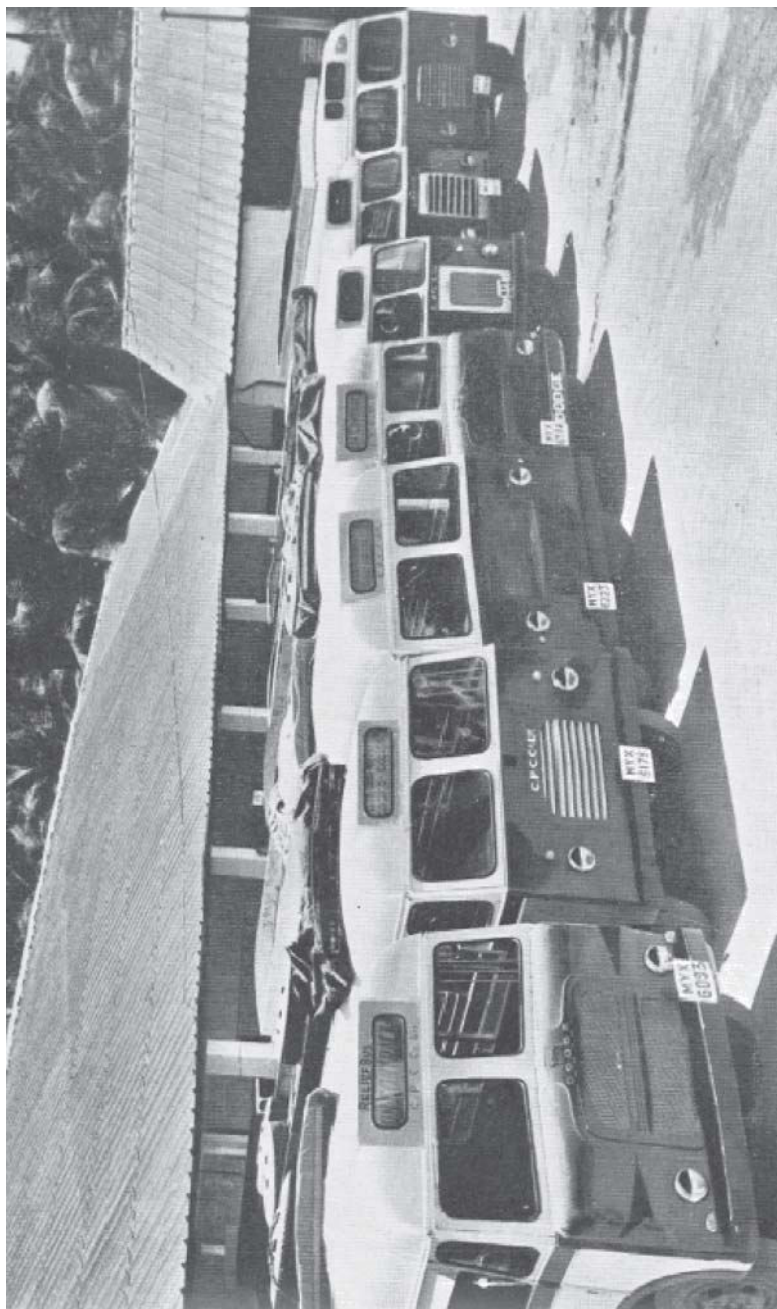
The initial days of Mr. Kamath in the company as a Director of administration was a period of mental tension and physical strain. Before he could assume charge of the Director of the company and assessed the proper stock of the situation, few of the shareholders, egged on by certain vested interests, created tough and severe problems and the security of his post was threatened. Civil suits and criminal complaints began to pour in. While the compilation of the accounts was made impossible by civil suits, complaint was made as to non-presentation of accounts. Attempts were even made to pull the company into voluntary liquidation. However, at this juncture, he had to exhibit his tact, prudence and perseverance. The care, vigilance, courage and determination with which Shri V.S. Kamath handled and tackled all these crucial situations won for him success in the business field and appreciation from the public.

In the year 1920, Mr. Kamath was on a business trip to Madras and was looking out to purchase and to acquire workshop machinery such as lathes and drilling machines, spare parts etc for the company. During this time, Mr. V.S. Kudva, a mechanical engineering student from Bombay was also on a study cum pleasure trip to Chennai where they met by co-incidence. Mr. Kamath sought the assistance of Mr. Kudva to identify good workshop machineries which he happily agreed and obliged. Impressed and inspired by the vast technical knowledge possessed by him, Mr. V.S. Kamath

invited Mr. Kudva to Mangalore to join his company soon after completion of his engineering studies.

Mr. Kudva returned to his home town Udupi by quitting the college in the mid academic year without completing his graduation or securing a valid academic degree in support and in response of **Non Co-operation Movement** launched against the British harsh rule by Mahatma Gandhi. He started assisting his father in his day to day business operations. But his father being a strict disciplinarian was very upset and annoyed by his son's behaviour and misconduct and his decision to quit the studies. He started to abuse him frequently. Owing to this, the sweet and intimate family relation slowly started to sour, evaporate and melt. Frustrated by this, he left his father's shop abruptly, dejected revolted and terminated his family relationship forever.

He volunteered his services as an honorary teacher in National school, Karkala established by the Congress Party responding to Gandhiji's call to replace English aided schools which was popularly known and called as Congress School. In 1922, he started a small scale engineering workshop in Udupi with an ambition of independent earning and living which functioned till 1926. During this time an Editor of a weekly newspaper/magazine "Satyagrahi" was writing few defaming articles against the British rule protesting against their atrocities and action and condemning their way of administration which resulted in the arrest of the editor and publisher in 1923. No one volunteered to occupy that post. The readers convinced and persuaded Mr. Kudva to succeed as the new Editor of the newspaper which he successfully accomplished till 1924. Acquiring this short journalist experience he launched his own Konkani language weekly news paper entitled 'Saraswath'.



C.P.C. Co. Garage at Kodialbail, Mangalore

C.P.C. Co. Ltd - A Transformation

On 03.08.1924, Mr. V.S. Kamath was elevated to the post of Managing Director of C.P.C. Co. Ltd on a meagre remuneration. During this time, the company prospered and recorded all round progress. At this juncture, Mr. Kamath was in lookout for an able, experienced mechanical engineer possessing good technical skill and knowledge for C.P.C. Co. Ltd. He suddenly remembered Mr. Kudva who was in Udupi and sent a SOS message to meet him urgently. In response to that Mr. Kudva met Mr. Kamath and he offered him the Works Manager post in C.P.C. Co. Ltd. with attractive remuneration and perquisites, which he happily accepted. Thus Mr. V.S. Kudva was inducted to C.P.C. Co. Ltd. as Works Manager and Chief Engineer with a salary of Rs. 100 (Rs. Hundred Only) p.m. He reported for duty in February 1926. During that time the company fleet comprised of 19 vehicles.



Late V.S. Kamath
Managing Director
1918 – 1932



Late V.S. Kudva
Managing Director
1939 – 1967



Late B.V. Baliga
Director
1932 – 1938



Late U.S. Mallya
Director
1939 – 1951



Late Sanjiv V. Kudva
Chairman & Managing Director
1967 – 1986



Rtn. Er. Srinivas V. Kudva
Chairman & Managing Director
1986-2002

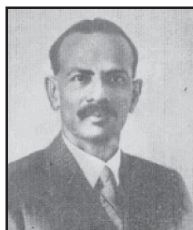


Mr. Vasant S. Kudva
Chairman & Managing Director
Since 2002

FEW DIRECTORS OF C.P.C. CO.



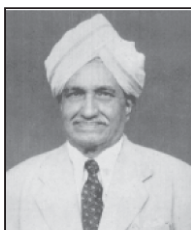
Late K.S.H.A. Haji
1914 - 1918



Late N.Venkat Rao
1914 - 1918



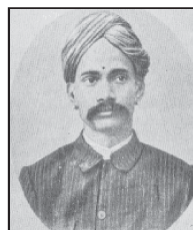
Late N.M. Bhandary
1914 - 1918



Late B.Vittal Rao
1914 - 1918



Late B.Babu Rao
1914 - 1918



Late B.N. Kamath
1914



Late K.Shanker Rao
1914-1916



Late Simon Alvares
1914 - 1918



Late PFB. Albuquerque
1915 - 1918



Late A.B. Pinto
1915 - 1918



Late Bola Madhav Rao
1916 - 1918

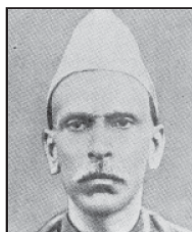


Late A.B. Shetty
1918 - 1923

Few Directors of C.P.C. Co.



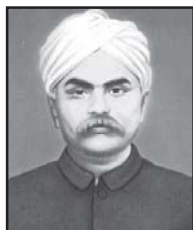
Late Halsnad Madappaya
1918-1923



Late N. Ananda Rao
1918-1923



Late M. Narayan Kamath
1918 - 1952



Late V.S. Kamath
1918 - 1932



Late B. Venkatakrishna Rao
1918-1923



Late M. Srinivasa Prabhu
1923 - 1940



Late H.L. Kamath
1923 - 1965



Late Keshava Pattu Kini
1923 - 1924



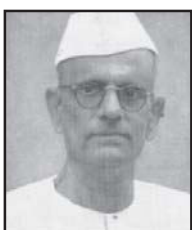
Late U. Gopalakrishna Rao
1923-1926



Late Rama Rao Dange
1926 - 1929



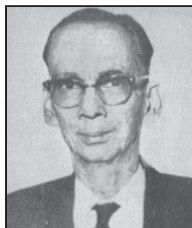
Late B. Vaikunta Baliga
1932-1938



Late M. P. Ragunath Pai
1932-1963



Late U. Srinivas Mallia
1939-1951



Late A. Damodar Pai
1939-1949



Late D. Puttaswamy
1940 - 1965



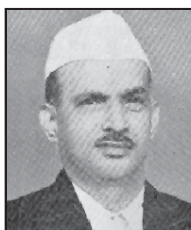
Late S. Pundalik Nayak
1940 - 1965



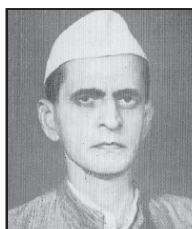
Late M.S. Dyave Gowda
1943-1959



Late K.P.J. Prabhu
1949 - 1955



Late U. Rama Nayak
1952 - 1965



Late M.G. Kamath
1953-1965



Late M.D. Narayan
1960 - 1965

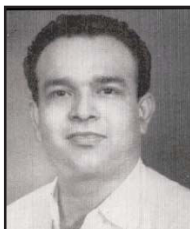


Late Halsnad
Visweswaraya
1961 - 1965

Few Directors of C.P.C. Co.



Late V.S. Kudva
1939-1967



Late Sanjiv V. Kudva
1967-1986



Rtn. Er. Srinivas V. Kudva
1986 - 2002



Mr. Vasant S. Kudva
since 2002



**Buses falling under Combined Booking Agency - CPC,
Hanuman and SDPMS Buses.**

BOARD OF DIRECTORS OF C.P.C. CO. 1914 Onwards

SL. No.	Name	Background	Year	
			From	To
01	Late Khan Saheb Haji AbdullaHaji Kassim Saheb Bahadur	Trader in Udupi and the Founder Chairman of Corporation Bank	Founder	21.09.1918
02	Late Nellikai Venkata Rao	Trader and Chairman of Mangalore Municipality for 17 yrs	Founder	21.09.1918
03	Late Narasimha Marthu Bhandary	Merchant in Mangalore with a agency in Bombay	Founder	21.09.1918
	Re-elected		02.09.1923	14.07.1929
04	Late Bolar Viital Rao	Bharath Insurance Co. Agent	1914	1918
05	Late Bolar Babu Rao	Retd. Govt Revenue Officer	Founder	26.01.1918
06	Late Bangle Narayan Kamath	Landlord and a social reformer from Mulki	Founder	10.10.1914
07	Late Kachur Shanker Rao	A Jeweller at Golikatta Bazar, Mangalore	Founder	11.06.1916
08	Late Attavar Rama Rao		10.10.1914	02.09.1923
09	Late Simon Alvares		26.10.1914	21.09.1918
10	Late PFB. Albuquerque	Owner of Albuquerque tile factory first Indian in the State	06.06.1915	21.09.1918
11	Late B.M. D'souza		06.06.1915	21.09.1918
12	Late A.B. Pinto		06.06.1915	21.09.1918
13	Late Bola Madhav Rao		11.06.1916	21.09.1918
	Re-Elected		02.09.1923	03.12.1930
14	Late Attavar Balakrishna Shetty	Politician	21.09.1918	02.09.1923
15	Late Halsnad Madappaya		21.09.1918	02.09.1923
	Co-Opted		04.08.1929	25.10.1939

Board of Directors of C.P.C. Co.

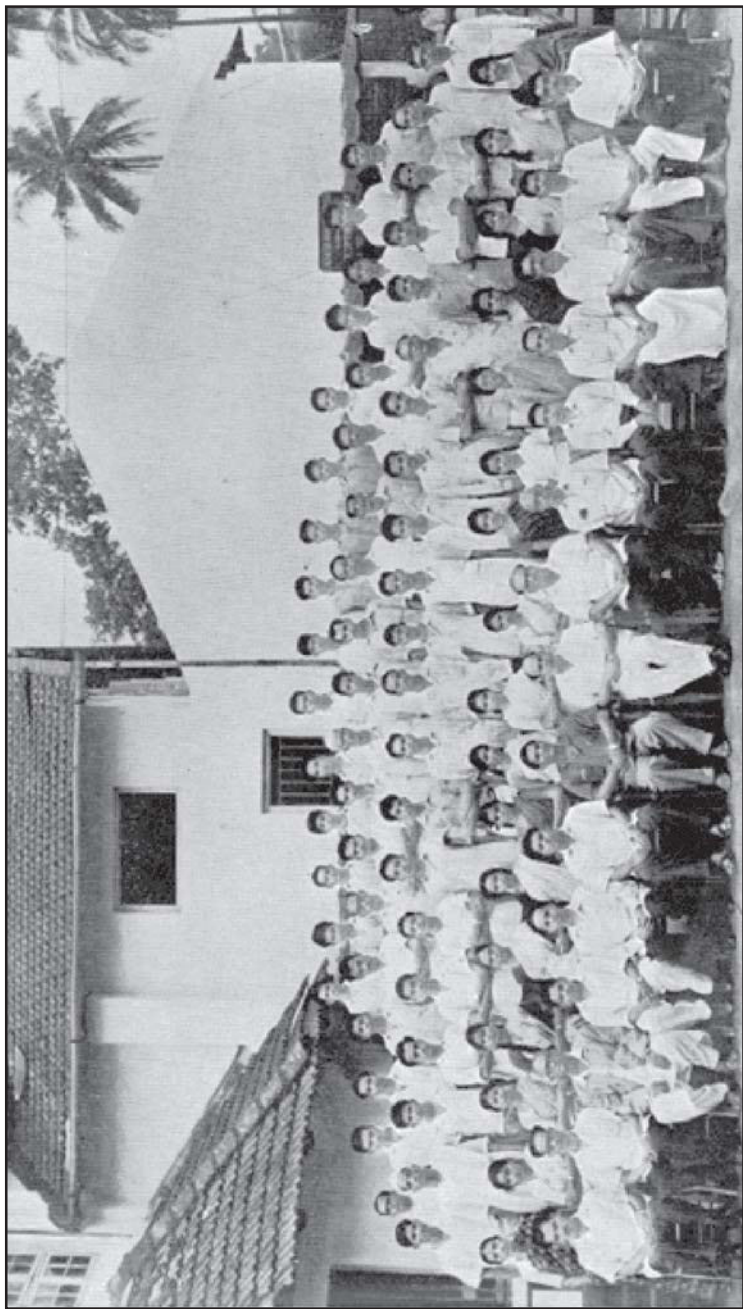
SL. No.	Name	Background	Year	
			From	To
16	Late M. Ananthaya Kini		21.09.1918	02.09.1923
17	Late Nayampalli Ananda Rao		21.09.1918	02.09.1923
18	Late M. Narayan Kamath		21.09.1918	08.11.1952
19	Late D. Vasudeva Rao		21.09.1918	02.09.1923
20	Late Bangalore Venkata Rao		21.09.1918	02.09.1923
21	Late V. Srinivasa Kamath	Managing Director Sharada PressCar Street, Mangalore	21.09.1918	13.10.1932
22	Late B. Venkatakrishna Rao		21.09.1918	2.09.1923
	Re-Elected		07.07.1924	06.10.1932
23	Late M. Srinivasa Prabhu		02.09.1923	30.08.1940
24	Late H. Laxminarayana Kamath		02.09.1923	1965
25	Late S. Anantha Nayak		02.09.1923	12.08.1928
26	Late M. Keshava Pattu Kini		02.09.1923	07.07.1924
27	Late Ubhaya Gopalkrishna Rao		02.09.1923	15.08.1926
28	Late Rama Rao Dange	A Textile Commission Merchant	15.08.1926	03.11.1929
29	Late P. Rangaya Baliga		04.08.1929	30.08.1940
30	Late B. Vaikunta Baliga	Advocate & Politician	19.10.1932	10.07.1938
31	Late M. Padmanabha Raghunath Pai	Agent of Burmah Shell Co. & Exporter of Coffee	19.10.1932	22.07.1963
32	Late U. Shrinivas Mallya	Politician	25.10.1939	03.11.1951
33	Late A. Damodar Pai		25.10.1939	10.09.1949
34	Late V.S. Kudva		25.10.1939	30.06.1967
35	Late D. Puttaswamy	Advocate	30.08.1940	1965

V.S. Kudva - HIS LIFE & TIMES

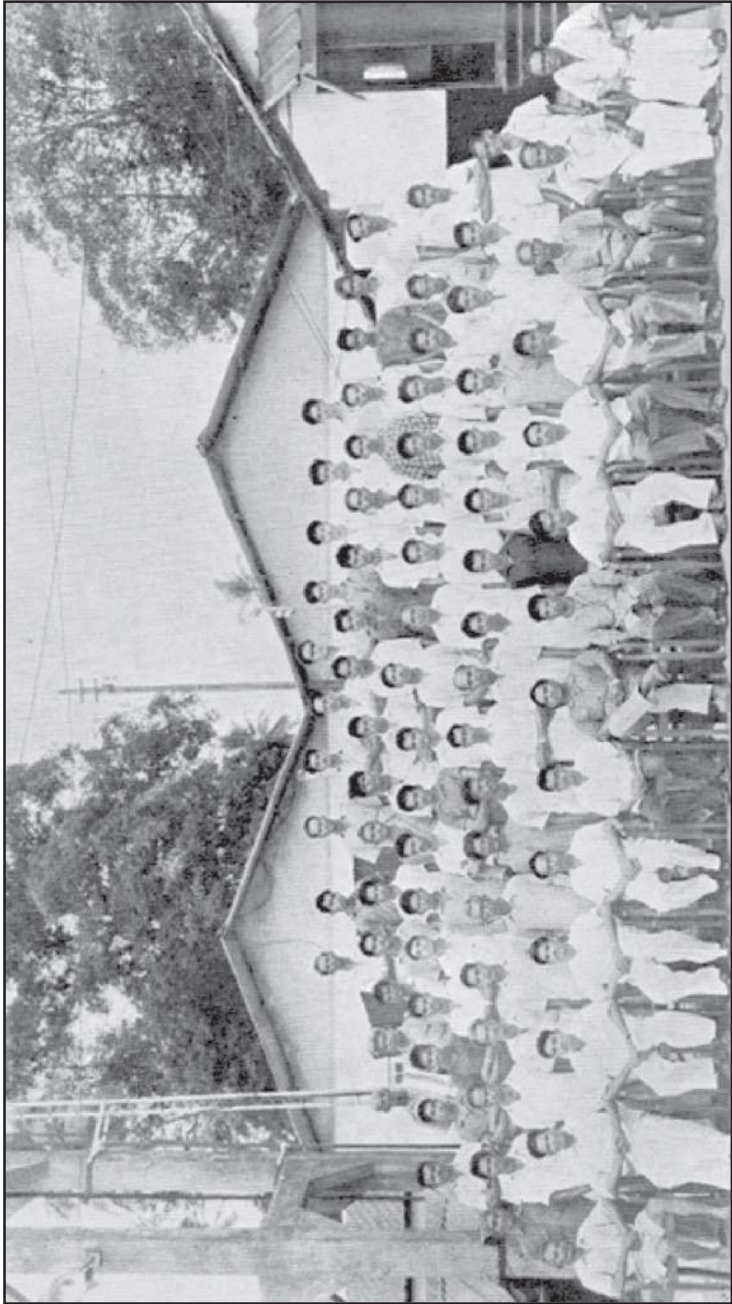
SL. No.	Name	Background	Year	
			From	To
36	Late Sujir Pundalik Nayak	Industrialist	30.08.1940	1965
37	Lokasevaniratha M.S. Dyave Gowda		14.11.1943	19.11.1959
38	Late K.P. Janardhan Prabhu		10.09.1949	22.02.1955
39	Late U. Rama Nayak	Businessman	31.01.1952	1965
40	Late M. Gopalakrishna Kamath		30.05.1953	1965
41	Late Halsnad Sadashivaya		22.02.1955	21.01.1961
42	Late M.D. Narayan		07.11.1960	1965
43	Late Halsnad Visweswaraya		29.07.1961	1965
44	Late Sanjiva V. Kudva	Chairman & Managing Director	22.07.1967	15.05.1986
45	Rtn. Er. Srinivas V. Kudva	Chairman & Managing Director	1986	2002
46	Mr. Vasant S. Kudva	Chairman & Managing Director	2002	Till Date

COMPANY AUDITORS

SL. No.	Name	From	To
01.	Late K.V. Govindan Nair	1914	1916
02.	Late M.S. Krishna Rao	1916	1922
03.	Late P. Venkatadri Iyer	1923	1927
04.	Late K.K. Thampan	1927	1930
05.	Late K.K. Thampan & Late C.S. Sivaramakrishnan	1930	1937
06.	Late A. Umanath Rao B.A., G.D., A.C.A.	1937	1964
07.	M/s R.G.N. Price & Co.	1964	1986
08.	M/s Kamath & Rau	1986	2001
09.	M/s. Sri Ramalu Naidu & Co.	2001	Till Date



C.P.C. Co. Ltd Administrative Staff - 1965



C.P.C. CO. Ltd Garage Works Staff - 1965



The C.P.C. Co. was also a pioneer and leader in introducing Luxury Coach Day and Night Buses to Bangalore and Bombay. The company launched its luxury coaches for the

tourist's convenience and passenger's comforts in 1967. The Govt nationalised the private bus routes and the transport operators were compelled to surrender their vehicles to the Govt on 29.01.1976 following the Govt order.



Late Sanjiva V. Kudva served the company as Chairman & Managing Director from 1967-1986. Rtn. Er. Srinvas V. Kudva assumed charge of the

company as Chairman & Managing Director of the Company on death of his elder brother 1986. He served the company from 1986-2002. He handed over the reigns of the company to his son Vasanth S. Kudva in the year 2002.

2014 is a centenary year for the C.P.C. Co. and it has accomplished 100 years of commitment to service in the tourist and transport industry. It is renamed as 'C.P.C. Logistics Ltd' with its administrative office located at Baikampady, Mangalore. Mr. Vasant Kudva, grandson of Late V.S. Kudva and son of Mr. Srinivas V. Kudva is managing the affairs of the company as the Chairman & Managing Director from 2002 till date.

A patriot and freedom fighter

CHILDHOOD AND STUDENT DAYS

Mr. V.S. Kudva was born on 09.06.1899 at Mulki, a neighbouring village of Mangalore Tq. into a very respectable, affluent and very conservative joint Kudva family belonged to the Gowda Saraswath Brahmin community and which was housed in temple road, Mulki. (Presently Vijaya College ladies hostel is located in that premises). Later it was donated by V.S. Kudva with the consent of his joint family members for the noble cause of education. The extent of the land is in a sprawling spread of about 3.5 acres.



V.S. Kudva

His father Late Srinivas Ramachandra Kudva was a handloom cloth merchant and he was moving in and around Mulki by bicycle for his business purpose and personal work, when cars were unknown in Mulki during that period. He owned a complete handloom weaving establishment. His mother, the Late Bhagirati was a house wife who is to manage the family affairs and performed her entrusted domestic duties.

Mr. Kudva, grew up gradually under the watchful eyes and shadows of his parents. He was studying in Mission Primary School, Mulki. During that time, owing to the joint family property disputes and litigations, his father thought of expanding his business and conceived a plan to migrate to Udupi for better business prospects and for better education facilities of his children Ganapathi, Vaman and Anandi which necessitated the shifting of his family members to Udupi. In 1908, Srinivas Kudva established his new iron and hardware business named 'Srinivas Ramachandra Kudva & Co.' at Car Street, Udupi and a firm called 'Srinivas Industrial Works' in Udupi engaged in manufacturing safe lockers, foundry and iron related products and wholesale Jaggery business which was the most modern in those days. Mr. Kudva spent his leisure time in his

father's shop.

Mr. V.S. Kudva partly completed his primary school education at Mulki and continued primary and high school education at Mission School, Udupi. He was very brilliant in studies and exhibited his skill and talent by participating in the school competitions and in other co-curricular activities like debates, essay writing, elocution etc. In short he left behind an indelible mark in his high school academic career.

In 1917, V.S. Kudva joined Govt College, Mangalore (Estd 1868) (presently University College) for his intermediate course and passed out in 1918. During that time, the Late Dr. T.M.A. Pai from Udupi was his classmate. He moved to Madras to pursue his medical education. Their friendship continued for more than



Govt. University College, Mangalore (Estd 1868)

5 decades. Mr. Kudva had very long standing ambition and dream of becoming an Engineer. Hence he proceeded to Bombay and joined Victoria Jubilee Technical Institute (V.J.T.I.) which is located in Matunga, Bombay to pursue his engineering studies and enrolled himself as a student in the mechanical engineering branch.

Kudva was very brilliant and excelled in engineering studies as well and secured rank in all the 3 years. As a mechanical engineering student he exhibited his aptitude and diligence by securing several prizes in academics in the institution. He was extremely liked for his affable conduct and mannerism by his teachers as well as fellow students. Not only that, he mastered Civil Engineering studies simultaneously by referring to various civil engineering books that were available in the college library. During this time, he was on a study cum pleasure trip to Chennai wherein he accidentally met Mr. V.S. Kamath, Managing Director of Mangalore Trading

A Fine & Rare blend of Technical Genius'

Association (Sharada Press) and Managing Editor of weekly newspaper 'Swadeshabhimani' and also the Director of C.P.C. Co. Pvt. Ltd. He was on a business trip. He was looking out for purchase and to acquire workshop machineries such as lathes and drilling machine for the company. In this regard, he sought V.S. Kudva's assistance in identifying and purchasing the best quality of workshop machineries, which he obliged. Mr. Kamath was very much impressed and inspired by technical knowledge possessed by Mr. Kudva. Motivated by this acquaintance, Mr. Kamath invited him to Mangalore on completion of his studies.

Mr. Kudva, on his return to Bombay attended the All India Congress Session held in December 1920 at Nagpur wherein Mahatma Gandhiji launched the **Non Co-Operation Movement** in protest against the British Govt's harsh discriminating rule. The movement spread throughout India like wild fire. Inspired by the speech of Gandhiji, he responded to his call and discontinued his studies abruptly and quit the college. He packed all his belongings and returned to his hometown Udupi without a graduation certificate in his hand or an academic degree against his name. He assisted his father in his workshop and trading activities for a short period. His father, being a strict disciplinarian annoyed by the situation, persistently questioned his son's decision to quit the college and abandon his academic career abruptly. The difference of opinion erupted between father and son. This irritated and frustrated him resulting in an argument between the father and the son. In due course, the intimate relations soured, melted and terminated. This compelled Mr. V.S. Kudva to depart from his father's trading activities and part from his family permanently.

TEACHER, TRADER & A JOURNALIST

After his return from Bombay and by quitting his father's business, he volunteered his services as a honorary teacher in National school, Karkala established by the Congress Party responding to Gandhiji's call to replace English aided schools. The school was popularly known as the Congress School.



V.S. Kudva

From 1922 to 1926 he established a small Engineering/Foundry Workshop at Udupi by conceiving an idea and plan of earning independent living. During the course of time, Late K.K. Pai Former President of Udupi Municipal Council approached Mr. Kudva with a request to donate a part of his industrial land for the formation and expansion of the new road. Till then only a narrow lane existed in front of his industrial land which facilitated only pedestrians and cyclists. He responded to his appeal and donated a part of his industrial land instantly to accommodate widening of the narrow lane into vehicle plying broad road for the public utility. This magnanimous decision indicated his noble gesture for the worthy public cause. The new wide road was very convenient for the commuters which reduced their walking and travelling distance and also saved their valuable time. The public showed their great respect and gratitude to Mr. Kudva for his act of kindness.

During this time an Editor of a weekly newspaper/magazine "Satyagrahi" was writing some articles against the British rule, defaming and condemning their acts and administration such as suppression of the fundamental rights of the people and illegal detention of freedom loving citizens etc. This resulted in the arrest

of the editor and publisher in 1923 and no one came forward to fill and occupy that post. But Kudva was persuaded by the local people and readers to succeed as the new Editor of the paper which he successfully accomplished till 1924. Acquiring this short journalist experience he started his own Konkani language weekly news paper entitled 'Saraswath'.

In 1920, during the time of his college days, he visited Madras on a study tour where he accidentally met Director of the C.P.C. Co. Ltd Mr. V.S. Kamath who was on a business trip and was the Managing Director of Mangalore Trading Association (Sharada Press) and Managing Editor of weekly newspaper 'Swadeshabhimani'. He subsequently became the Managing Director of C.P.C. Co. He was looking out for purchase of machineries for the C.P.C. Co. and he sought the assistance of Mr. V.S. Kudva to identify good quality machineries. He instantly obliged and assisted him to procure the required machineries. Mr. Kamath was very impressed by the vast technical knowledge possessed by Mr. Kudva and influenced by the acquaintance. He invited him to Mangalore. In due course, Mr. Kamath requested Mr. Kudva to accept the Editor's post in his 'Swadeshabhimani' weekly newspaper which Kudva happily agreed and accepted.

In the year 1926, following the resignation of company Engineer the post fell vacant. Mr. Kamath offered him the post of a Works Manager and Chief Engineer in C.P.C. Co. which he happily and instantly accepted. He was absorbed in the company with a remuneration of Rs. 100 (Rs. One Hundred Only) p.m. The cordial business acquaintance between Mr. Kamath and Kudva so deepened that the business relation twisted into family relation. Mr. Kudva was accepted as the son-in-law of Mr. V.S. Kamath in the year 1928.

YOUNG INDUSTRIALIST

Establishment of Kallianpur Sugar Mills 1921-1925

In the surrounding villages of Udupi Town there were lot of farmers engaged in cultivating and growing sugarcane crops. They were exclusively dependent on the sale proceeds of the crops to the village jaggery industries which was a means of their livelihood. Mr. V.S. Kudva considering this factor into account and also to assist these poor farmers and to market their sugarcane crops, conceived a novel plan of establishing a sugar mill in Kalyanpur (Udupi Dist). It was first for its kind in the entire erstwhile South Kanara Dist. It was located on the banks of Swarna River. The industrial campus also had a rice mill and a tile factory.

He ventured into a very risky industrial activity by floating a joint stock company in the name of 'Kalyanpur Sugar Mills'. He raised funds from his friends and relatives by issuing shares and debentures. Accordingly a vast land was acquired at Kalyanpur. The farmers found it very convenient to transport their crops to the sugar mill by means of boats and bullock carts. He imported a plant, machinery and other equipments from Germany. He also avoided and prevented any German company technicians/engineers to visit Kalyanpur for the erection and commissioning of the plant machinery. He saved further costs and overheads in the bargain.

The German plant and machinery was erected and installed very successfully. But it failed to function owing to some internal technical defect in the steam engine. The fluent flow of the steam in the pipe valve chamber was interrupted and blocked, resulting in stress and tension among the investors. However, on deep investigation Mr.

Kudva detected the precise cause of machinery failure which was due to the blockage of steam in the joint valve chamber. He dismantled it and reassembled it. It was a surprise to the investors standing and watching very silently and anxiously. Thus, the main problem was rectified, solved and the machine started functioning very smoothly, uninterrupted thereafter.

Once the plant and machinery was erected and was fully operational, new problems started erupting. The sugarcane growers found additional cost and time involved in transporting the sugarcane to the factory, simultaneously jaggery and Khandsari sugar prices shot up in view of the increased demand for jaggery. Correspondingly there was a fall in the price of sugar. The agents, middlemen of the jaggery producers started to visit the farmers directly at their door steps and procured the sugarcane crops against ready cash payments. It was slightly more than the price offered by the sugar factory plus they incurred additional cost of loading, unloading and transportation. Hence, the farmers preferred jaggery producers in lieu of the sugar mill. The local people called the factory as Sugarcane Factory.

Owing to this factor, the factory faced not only raw material problems but also marketing problems. Due to the consistent demand for jaggery in the market affected the demand for sugar. The increase in the cost of production the operational losses started accumulating. Meantime, the British administration ordered closure of the factory fearing that the by-product of the sugar cane, i.e. molasses being misused for production of alcohol, which was prohibited during that time. Mr. Kudva, in addition to that found it non-viable and felt it is unfeasible to continue the industrial production. He invariably and abruptly closed down the mill. In the bargain, he ensured that

all his creditors/investors are repaid with their full investment and interest by disposing off the machinery, and by sale of the land and the building. But he continued to deploy trucks to transport sugarcane from one place to another which also generated revenue for the company.

The present status of the industrial campus is, the 90 year old sugar mill building is in deplorable and dilapidated condition. The rice mill building is old and obsolete and tile factory building is collapsed.

He also imported one large dehydrator machine to dry the dhoomp nuts and extracted oil from it and marketed it profitably. This activity was interrupted due to the World War. Later, he secured a exclusive contract from the British Govt to produce and supply dehydrated potato wafers. To peel the skin of the potatoes manually needed skilled labourers and were recruited from neighbouring villages. The potatoes were manually pressed in the machine specially designed and devised at Canara Workshops and were sliced and cut to shape by a power driven machine. Later it was filled in the tins. The top sealing of the tins cum joining process was carried by imported machinery from Germany. However, this business generated lot of income for the company and continued for a very long period. It was discontinued after the India achieved independence.

**FOUNDER DIRECTOR
SYNDICATE BANK
1925**



***Syndicate Bank Head Office
at Manipal***

Syndicate Bank with its Head Office located in Manipal is one of the oldest and major commercial banks of India. It was founded by three visionaries in the year 1925.

Late T. Upendra Pai, an Eminent Businessman in Udupi along with his brother Late Dr. T.M.A Pai, a General

Medical Practitioner conceived a plan to establish a bank for the banking needs of the public in and around Udupi. They were looking out for a third founder to be joined in their new venture. Late Dr. T.M.A. Pai who was a classmate and friend of Late V.S. Kudva thought of him, contacted and persuaded him to join the bank as a Promoter/Founder, which he instantly and happily agreed. All the 3 founders shared a strong commitment to social welfare in general and with a primary aim and objective of extending financial assistance to the local weavers in particular who were crippled by a financial crisis in the handloom industry owing to the post World War onslaughts and consequences thereafter.

The Bank was registered in 1925 with a promoters/founders share

capital of Rs. 8,000 under the banner name **‘Canara Industrial and Banking Syndicate Ltd’** with its Registered/Head Office located at Mukund Nivas, Udupi. It was attached with a tiny branch called ‘Local Office’ and commenced its banking operations in 1925. Initially the bank introduced a novel deposit scheme titled ‘Pigmy Deposit’ by mobilising 2 annas as small daily savings collected daily from the door steps of the depositors through their pigmy agents. This scheme still prevails in the bank and it is brand equity today. The bank collects around Rs. 2 crores daily through its nationwide network around 3300 branches spread across the country.

The first branch outside Udupi was opened in Brahmavar in the year 1928. In 1932 Hampankatta, Mangalore branch was opened. The bank was renamed as Syndicate Bank in the year 1964. The head office was shifted to the new spacious premises at Manipal in the same year. The bank was nationalised in the year 1969.

Mr. Kudva’s Director’s post in the bank was of a very brief period since Kudva moved to Mangalore in the year 1926 to join as the Works Manager in C.P.C. Co. Ltd. He expressed his inability to continue as the Director and attend the board meetings in view of his busy engagements/commitments in the company and also owing to the constraints of time and distance. He resigned the Directors post on 27.02.1929.

However, the friendship of Dr. Pai and Kudva continued for more than 5 decades and Kudva served as the President of Academy of General Education, Manipal for few years which is evident from the condolence letter dtd 03.07.1967 addressed and mailed to his eldest son Late Sanjiv Kudva which is reproduced in the Page No. 168

**WORKS MANAGER & CHIEF ENGINEER
C.P.C. CO. LTD.
1926**

The year 1926 was an eventful year in the history of the C.P.C. Co. Ltd. It was in that year that Mr. V.S. Kudva joined the company as the Chief Engineer and Works Manager with a salary of Rs. 100 (Rs. One Hundred Only) p.m. He took over the management of the workshop with a desire and motive to develop a transport industry. He transformed a plain non-mechanical fleet repair shop into a full fledged modern mechanised automobile repair and maintenance workshop in the State. His brilliant engineering and technical skills and vast automobile knowledge soon transformed the C.P.C. Co. Ltd workshop as one of the best in South India. Right from the beginning Mr. Kudva had a very positive approach and a progressive outlook on the company. He was a stickler to implicit punctuality and strived to inculcate discipline and efficiency in the organisation.



In the past, all the vehicles were moved to St. Joseph's Asylum Industrial Workshop (Estd 1886) popularly known as Seminary Automobile Garage located at Jeppu Seminary, Mangalore for periodical repairs and maintenance. They used to charge exorbitantly for the service and delay was a very common feature, which disrupted their regular route service. In view of this, Mr. Kudva proposed a concept to have company's own workshop to maintain and repair the fleet of buses. It was named as 'Canara Workshop'. Subsequently, he entertained and catered to the maintenance of the vehicles of other transport operators also, to generate revenue

for the company.

Few of the machines remained idle and were in deplorable condition in a corner of a godown of the company. Mr. Kudva noticing this pathetic condition, retrieved those machines, serviced, repaired and revived them into perfect working condition and installed them into successful operations. Mr. Kudva used to submit regular weekly/monthly reports to the management about the progress achieved by the company. He recommended to the management the purchase of diesel oil engines to drive various machines through a power train system of shafts, pulleys and belts since electricity power was unknown during that time. He also recommended the purchase of suitable lathes, drilling machines, milling machines and shaping machines. On 04.07.1926, the board accorded the approval for the purchase of the machines and sanctioned adequate funds for acquiring and procuring the required machines. Thus Canara Workshops was upgraded and fully equipped to handle any type of repair and maintenance of vehicles.

At this juncture, the company fleet of vehicles consisted of 19 vehicles like Dennis, Albion, Vulcan, Federal (British Company), Carford, Wichita Utility and Chevrolet (American Hercules Company). Vehicles gear boxes were very heavy and large and all buses were fitted with solid tyres. Later, in due course Ford, Mercedes, Fargo, Dodge vehicles were inducted to the fleet. The Dist administration which attended maintenance of roads then issued strict orders to change from solid tyres to pneumatic tyres.

All the new vehicles were equipped with pneumatic tyres, but replacement of entire fleet by new vehicles was a very expensive affair and undertaking. During that period the company was engaged on a expansion programme. The solid tyre vehicles had still some life left in them. Replacement and introduction of new vehicles were beyond company's financial capacity and limits. So Mr. Kudva had to face the problem of conversion from solid to pneumatic tyres. He had to choose the wheels suited for pneumatic

Admired by the staff, adored by the clients

tyres; negotiate their purchase and acquire them. He had to design hubs to suit the vehicle axle and the wheels purchased and also ensure that they are manufactured in their workshop.

The next and the most important development was expansion of route services to the areas outside the Dist. The company had already begun services to Coorg Dist, Malabar Dist, Malnad Dist's like Shimoga, Chickmagalur, Kadur, Sakleshpur and Mysore.

Prior to his joining the company Mr. Kudva had vast experience and deep knowledge of the iron and hardware trade and also the imports of machinery. Hence, he discussed this issue with the company Managing Director Mr. V.S. Kamath who had readily agreed and encouraged him to proceed. Mr. V.S. Kudva established contacts through correspondence with the foreign firms and secured the franchisee for the distribution of Republic Trucks. He proceeded to Bombay and secured the dealership of Exide vehicle Batteries and also trained in the Chloride Electrical Storage Company workshop.

Sri M. Sridhar Kudva was officiating as the secretary of the C.P.C. Co. Ltd. He suggested and advocated to Mr. V.S. Kamath and mediated to get his daughter Shantha Bai [Alais Sharada her married Name] married to Mr. V.S. Kudva, which he instantly agreed and the marriage was solemnised in the year 1928 and the cordial business relation turned to intimate family relation like son-in-law and father-in-law.



Mr. V.S. Kudva with his wife Mrs. Sharada Kudva

In the meantime, Mr. Kamath's health was deteriorating and he was ailing critically at this time and to compensate his health condition, advanced medical treatment was not prevalent at that time unlike at present. Owing to this, he had a massive cardiac

failure and he breathed his last on 13.10.1932 at the young age of 50. His integrity and sacrifice could be measured from the fact that his own business Sharada Printing Press was completely neglected; and though he was at the helm of the affairs of the company he built no reserves for himself. On his death, he left behind a large personal liability which he directed the directors to be repaid by selling his ancestral property. With his demise the magnificent second chapter in the administration of this company came to an abrupt end. But he left behind a company with a small subscribed capital of Rs. 73,340 and a large reserve fund totalling Rs. 2,52,000. From one aspect, the position of the company was indeed impregnable. It had formed 4 subsidiary companies whose bus services were complimentary to those of the parent company. They assisted to build up traffic and cater to the bus services of the parent company.

However, the company had suffered a financial net loss of Rs. 30,000 for the first time since its inception. The subsidiary companies also were incurring losses heavily. The strain and burden of financing the subsidiary companies was felt on account of the steady drain on the liquid resources of the company. When Mr. Kudva, took up the reins of administration, the company's finances generally were in weak shape and poor conditions. However, Mr. Kudva played a phenomenal role in transforming the loss incurring company into a profit earning company and recorded profit within one year of his company management and erased / wiped the past accumulated losses.

The meeting of the Board of Directors was held on 19.10.1932 to elect a successor for Late V.S. Kamath. In that meeting, the Works Manager Mr. V.S. Kudva was unanimously promoted and appointed as the General Manager of the company. He was elevated to the rank of a Managing Director of the company in the year 1939. Thus the vacuum created due to the demise of V.S. Kamath in the company was filled by Mr. Kudva.

INTRODUCTION OF COMBINED BOOKING AGENCY 01.02.1933

Post First World War period witnessed adverse conditions and resulted in lot of general economic depression all over the world. In India also it affected the trade and industry operations. Particularly there was a setback for transport industry due to scarcity of Petrol/ Diesel, non-availability of spare parts, raw materials, tyres etc. Owing to this the C.P.C. Co. faced a financial crisis. In addition to this the company also faced stiff competition from other private transport companies/operators in the ticket fares and the plying routes which resulted in company's virtual collapse and it was on the verge of closure.



1933 was the year and it was at this moment that genius Mr. V.S. Kudva, General Manager of

the company swung into action with an ideal plan and a definite key role to perform by transforming the loss incurring company into a profit earning company. He as the Head of the major transport undertaking and the Founder President of South Kanara Road Transport Operators Association invited all the members, transport operators and other competitors in the field for an important emergency consortium meeting for their divergent views and with an intense desire to improve the conditions and the operations of the transport trade. At this meeting, he proposed and introduced a novel scheme of a pool booking and joint booking agency called **“Combined Booking Agency”** which would not only avoid the competition but would also provide and extend prompt service to the passengers/commuters. Under this co-operative and collaborative agreement all the transport companies operated as one single unit and the revenue/earnings were to be divided and shared equally at the pro-rata basis and in accordance with the number of passenger vehicles engaged and operated by each

Introduction of Combined Booking Agency

company. This scheme was unanimously accepted and adopted in the meeting and the rules and regulations formed, terms and conditions were framed, enforced and implemented, except for the 3 operators who declined to join the pool. As a result of this travellers/passengers appreciated this scheme and were very happy and the competition was eliminated and ceased between the bus operators. Thus the Combined Booking Agency came into existence and enforced w.e.f. 01.02.1933. Mr. V.S. Kudva allotted a separate premises owned by the C.P.C. Co. at Car Street, Mangalore for C.B.A. administration and accounts office with efficient staff to supervise its operations successfully.

Late B. Vaikunta Baliga, a leading Lawyer and a Director of the C.P.C. Co. in 1932 was the architect of forming this pooling agency very successfully. He framed the bylaws, outlined the rules and regulations, drafted the exhaustive agreement comprising of terms and conditions and percentage of sharing of revenue etc which stood the test of time over 22 years of conflict and competition among the operators. Mr. Baliga was elevated to the post of a Chairman of the company and he discharged his duties till 1938. Later he was elected as a M.L.A of Mysore State Legislative Assembly and subsequently elected as the Speaker of State Legislative Assembly. Mr. Baliga was a very good friend of Mr. Kudva.

With C.P.C. as the main transport company he spun out many transport companies in Coorg, Chickmagalur, Shimoga, North Kanara and Calicut in Kerala. The bus transport movement expanded by acquisition, amalgamation and addition of companies in and around South Kanara Dist. The P.V. Motors Ltd in Mangalore, The Popular Motor Service Ltd of Mangalore, The Adi Sri Cauvery Bus Service in Coorg, The Modern Motor Service P. Ltd in Mysore, The United Karnataka Company in Kumta and The C.P.C. at Chickmagalur, The Satyanarayan Bhagavathi Vilas Motor Service, Virajendrapet Ltd of Coorg and Malbar, Sakleshwara Motor Service of Sakleshpur Ltd, from Sakleshpur were the companies which expanded the C.P.C. group of companies.

ESTABLISHMENT OF BOARD SCHOOL AT MULKI 1934



Board School at Mulki

In Mulki, the only century old private school functioning was the Mission High School which was managed by the Britishers and

the Management was very choosy in admitting children to the school. Lot of disparity and discrimination in the admission procedure was observed by the public. Moreover, the school authorities were charging exorbitant school fees to the students. Hence, only rich family children could afford the schooling there. Poor students were deprived of school education at Mulki. Moreover, they had to travel a very long distance for their schooling. In view of this, local leaders felt the need of a board school at Mulki for the economically weaker section of the society.

However, it was a long cherished dream of Late V.S. Kudva who always evinced great zeal and enthusiasm for starting a elementary, primary and high school for the poor people of his native place Mulki. He strived very hard for the establishment of a Board School in Mulki which clearly indicates his great care and concern for the poor people and for the educational needs of the densely populated coastal region.

A school establishment committee was formed. Late A. Balakrishna Shetty, Former Minister of Madras State was elected as the President, Late V.S. Kudva as Vice-President, Late M.R. Punja - a Landlord, Late P.S. Mundkur – social worker, Late Dr. Rayappa Kamath - a Medical Practitioner, Late Dr. Shama Shetty - Medical Practitioner, Late Dr. Ramanna Shetty – medical practitioner, Late U.

Establishment of Board School at Mulki

Krishnaraya Shenoy, Late Narasimha Kamath, Late U. Krishna Rao and Late Bhoja Rao Master as executive committee members and 42 ordinary members. They all collected an amount of Rs. 2,740/- and remitted to the Dist education board being a school registration fees and for obtaining the relevant permission, which was granted. The high school was started on **30.05.1934**.

As a result a Mulki Board High School was established in mission compound, Bappanadu on 30.06.1934. In the beginning there were only 5 classrooms for 1th Std to 5th Std with a strength of 80 students on the roll. Mulki Sri Venkatramana Temple management donated the required furniture to the school.

In the year 1935, a kind hearted Muslim businessman and a Landlord Late Hakim Basha Saheb donated 4 acres of barren hilly terrain at Gerukatte, Karnad, Mulki for the noble cause and for the construction of the new school building. About 200 villagers worked voluntarily day and night for consecutive 4 days for levelling the land. The foundation stone laying ceremony was held in 10.07.1939 by Late B. Gopal Reddy, Former Minister for Local Administration of Madras Presidency.

Late Bhoja Rao Master collected a staggering and substantial amount of Rs. 49,000/- by way of selling lottery tickets with a face value of 4 anna's (25 paise) each to the public for raising funds for the construction of the new building. Former M.L.A. Late B. Venkat Rao supervised the construction of the building. The building was inaugurated by Late V.S. Kudva on 21.11.1941. However, 1st Std to 5th Std classes were continued in the old building. During that period this school was the only high school within the vicinity of 15 kms around Mulki. Hence, students from Palimar, Padubidri, Hejamady, Kinnigoli, Haleyangady, Kateel, Mundkur, Moilottu, Kavathur, Shimantoor etc were attending the classes and they used to walk a long distance or by riding bicycle. Few students used to stay in their relatives houses. S.V. Temple awarded free scholarships

to the poor deserving students.

In the year 1951-52, the school was renamed as Govt High School. The school celebrated its silver jubilee in the year 1959-60. During that time, 9 more classrooms were added. In the year 1972, Pre-University College was started in the same building with the help of the local leaders of Mulki and the old students of the school.

It's a matter of infinite joy and pride that the institution has produced alumni of a distinguished calibre and they have left an indelible mark in all the walks of life by upholding the values and principles imparted to them during their good old school days. The esteemed govt institution completed its 75 years of existence and service in the field of education in the year 2009. A grand befitting function was held from 13.12.2010 to 19.12.2010. In commemoration of this memorable event Late A.B. Shetty Memorial Platinum Jubilee Hall was inaugurated. A Auditorium named after Vaman Shama Rayappa Memorial Auditorium (Late Vaman Kudva, Late Dr. Shama Shetty, Late Dr. Rayappa Kamath), Late Ramanna Shetty Memorial Open Air Stage and a library which was named after Late Ramakrishna Punja was also inaugurated.

The school is continuing to cater the educational needs of the weaker sections of the society with a mission "Competence and Commitment" to strive for excellence in education field. It is also their continuing endeavour to nurture and motivate the students to infuse them with courage so as to enable them to dream and strive hard for the vibrant future.

The school is performing and excelling very well in imparting quality education. It is recording good academic results every year. At present Mrs. Susan Cherian is serving as the Principal of the P.U. College comprising of 200 students and Mr. Jagadish Achar is serving as the Head Master of the school comprising of 300 students and they are engaged in imparting quality education and enriching the lives of the poor students.



C.P.C. CO. LTD SILVER JUBILEE YEAR 1914 - 1939

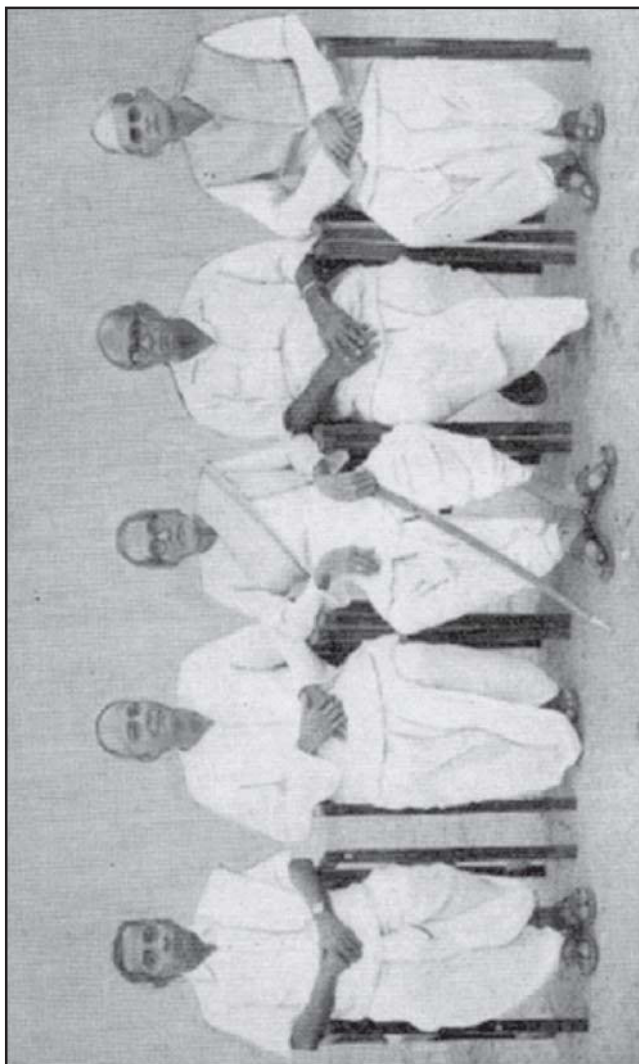
The company's Annual General Meeting was held on 10.04.1938 wherein two important resolutions were passed. First was to issue two bonus shares to every one share held by the shareholders. The second resolution was to make provision for the employees' participation in the company profits. This was probably the **first time in India** where the employees were offered by the company of its own accord a straight scheme of profit sharing later it was termed as Bonus.

In the subsequent Board meeting, the discussion on the company's silver jubilee celebrations was held. The year 1939 was a milestone in the history of C.P.C. Co. It has successfully completed 25 years of fruitful and eventful transport service to the public. The 25 years of company's life were marked by continuous expansion of bus services and development of import trade, starting of Canara Sales Corporation and generally a complete transformation of the company to such a degree that the C.P.C. Co. felt more confident about its future. It was a year of celebration and jubilation. In commemoration of this, the management was fully geared up for the grand event and was planning to celebrate this proud and memorable event in a befitting manner.

Unfortunately, an unexpected industrial unrest erupted; few employees began to express their discontent and showed anger. They staged a strike, resorted to tool down tactics, protested against the company's administration and management demanding high wages and other perquisites and improvements in service conditions following their Union leader's instructions. Striking of work resulted in a lot of inconvenience to the company and to the public due to disruption of their regular permit route services. However, Mr. Kudva played a stellar and key role and intervened timely, mediated and negotiated with the employees and agreed for an amicable and compromised settlement. Thus the strike was confronted very successfully and a catastrophe avoided.

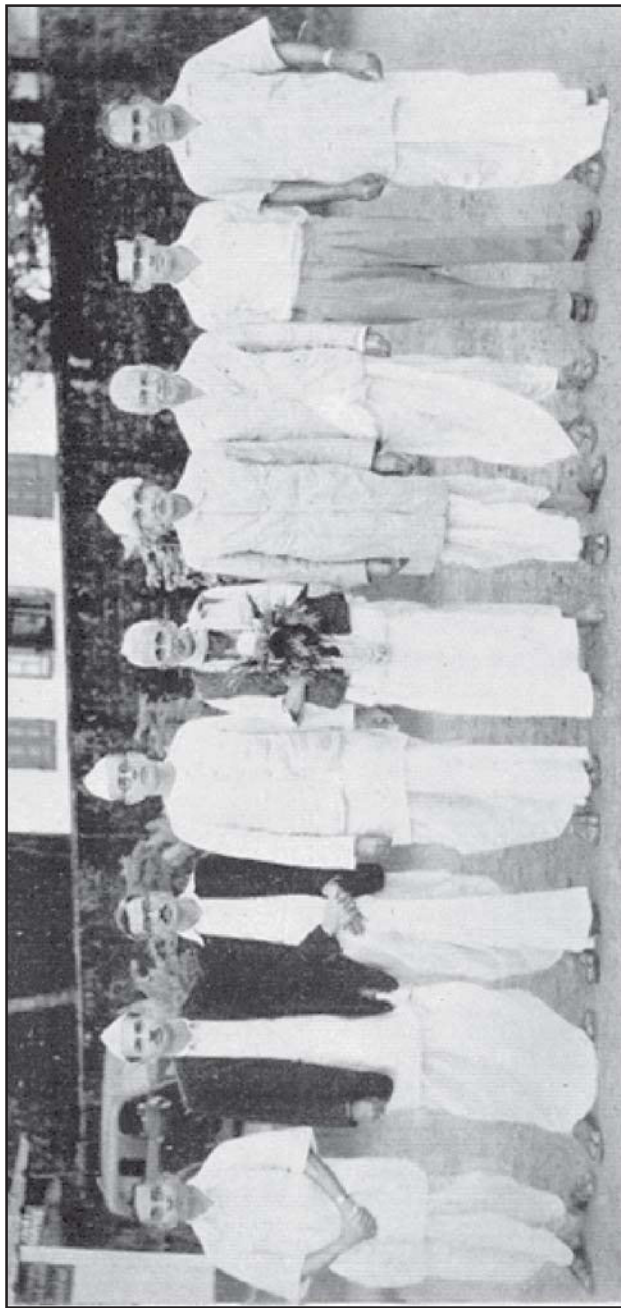
A Man who transformed C.P.C. Co.

However, due to the sudden strike, there was considerable psychological damage, strain and stress to the management and the financial loss incurred during the strike was substantial which continued to be in evidence for some more time and thus the future plan and idea of silver jubilee celebrations was deferred indefinitely and shelved subsequently.



Group photo of the Directors taken at a meet in the chairman's residence

DIRECTORS OF C.P.C. CO. LTD.



L to R: Late D. Puttaswamy; Late U. Rama Nayak; Late K.S. Bhandarkar (General Manager); Late M.P.R. Pai (Chairman); Late M. Narain Kamath; Late H.L. Kamath; Late Dewan Bahadur U. Rama Rao; Late K.P.J. Prabhu; Late V.S. Kudva (Managing Director).

CANARA SALES CORPORATION LTD 1939



In the year 1939, the Madras presidency enacted a new Sales Tax Act and enforced a new rule and condition directing the transport company's management to refrain from owning and operating petrol pump outlets under their company name. In the sense, a consumer should not be a dealer. The Govt feared sales tax evasion by the companies. That time the C.P.C. Co. had Burmah Shell Agency and the Petrol/Diesel pump outlets had been already established and managed by the Petrol pump division of C.P.C Co. at Balmatta Mangalore, Puttur, Karkala, Mercara and Tellichery to cater the fuel requirements of the buses and Lorries owned by the company and also for the fuel needs of the other private and public vehicles.



Mr. Kudva was elevated as the Managing Director of C.P.C. Co. During that year, he had progressive outlook about the company. He was planning to develop and diversify the company's activities. In terms of the

Act, he had to find an alternate solution to this impending issue which envisaged Mr. Kudva to float a new company on 17.03.1939 called 'Canara Sales Corporation', a subsidiary of C.P.C. Co. and transferred the petrol pump division of C.P.C. to this new company.



Owing to the above; a new phase in the Company's development began. The Canara Sales Corporation was mainly engaged in dealing of automobile components/spare parts, tyres, Exide batteries, bulbs etc. It had vehicle franchise and was selling trucks and chassis in the Dist. It commenced its full fledged operations in the same year. Being a subsidiary of C.P.C. Co. the capital was retained at Rs. 2.00 lakhs. The company was unable to provide extra capital to the subsidiary due to the financial constraints and funds requirements for its fleet. In the year 1940 the corporation's turnover was about Rs. 5.00 lakhs. With its import activity, prudent purchase policy and with good appeal it increased its turnover substantially to the extent of Rs. 27.50 lakhs by 1950.



In the same year, C.P.C. Co. disposed off its holdings to its own shareholders and the Canara Sales Corporation raised fresh capital to augment its own resources. Thereafter, the company ceased to be a private subsidiary of C.P.C. Co. It was converted into a Public Ltd Company.

Later it opened its branches in Syndicate Bank Hampankatta Br. Bldg, G FL of Karnataka Bank Bldg, Kodialbail, Mangalore, Jasmine Bldg, J.C. Road, Bangalore and Anchadakeri Oni, Hubli also and a administrative office Bldg in Balmatta, Mangalore. Subsequently, the Corporation entered into dealership agency agreement with the Premier Automobiles Ltd for booking, dealing and servicing of Fiat cars. Late V.S. Kudva's fourth son Mr. Laxminarayan Kudva served the Canara Sales Corporation as the Chairman and Managing Director for many years and is still continuing to do so.

The company's registered office is located at Daddalkad, Ashoknagar, Mangalore - 575 006.

C.P.C. LORRY CARGO/PARCEL SERVICE 1939

In the year 1939, the company introduced a Lorry cargo and parcel service for quick and efficient movement of commercial goods (Cargo), parcels and materials from one place to another. Mr. Kudva developed the lorry transport network by acquiring the army disposal vehicles after the 2nd World War. The army vehicles were the only source of vehicles at that period of time and that was put into good purpose. The network of goods (Cargo) vehicles operating provided the best and efficient scheduled parcel service to the people. He also procured some of the army trucks for other transport operators of the Dist to enable more lorry transport operators to come together. Late J. Seetharam Bhat was the Manager of Lorry Transport Company.



Late J. Seetharam Bhat

Manager, C.P.C. Cargo Division

Initially 5 Lorries of 1½ tons capacity were acquired by the company and deployed into operations. The Lorries provided yeomen service during the world war carrying essential goods (Cargo) like food, raw materials and other essential commodities. Under the able and effective control and supervision of Late Molahalli Shiva Rao who achieved a great reputation for the successful Co-operative movement in the district. The South Kanara Co-operative wholesale and supply stores undertook the distribution of rice and food stuffs soon after the war was declared. The C.P.C. Co. then undertook its transport contract, provided its whole-hearted support and placed



C.P.C. Lorry Cargo Service

all its resources at the disposal of Late Molahalli Shiva Rao. Owing to the sudden accumulation of stocks when godown space became unavailable, it opened its sheds and vacated its buildings to hold and store the accumulated stocks. In one of the annual

reports of the society, tributes were paid to Mr. Kudva and his C.P.C. Co. for the yeoman services rendered.

Consequent to the requirements of transportation of food and essential commodities increased, the District Collector sanctioned a special allotment of 12 new vehicles for that purpose. So long as this demand continued, the company served the public cause. On account of shortage of Lorries and increased movement of other goods (Cargo) the fact that the transport of other goods (Cargo) was found more viable and remunerative than that of food. However, with the increase in the number of Lorries in the district, the pressure on food transport slackened and the company diverted its goods (Cargo) transport facilities for transporting other usual merchandise of commercial value. The lorry cargo parcel service gained momentum and recorded a very fast growth, which necessitated the induction of more trucks to cater to the requirements of different regions and remote parts of the country.

Commercial Goods/Cargo parcel entrusted to the company by the consigners were accepted and duly acknowledged with issuance of Lorry Receipt (L/R) Number in duplicate and were taken into company's possession with care and caution and the destination code numbers were marked on the goods/parcels, later loaded and transhipped to the respective destinations and delivered safely and promptly to the consignee against the presentation/production of the consignee L/R copy.

Petrol pumps managed by Canara Sales Corporation had been established in Mangalore, Puttur, Karkala, Mercara and Tellicherry to cater to the fuel requirements of the buses and Lorries owned by the company and also for the fuel needs of the other private and public vehicles.

To enlarge and expand the bus and lorry fleet, the body building of the vehicles had to be carried out. For this purpose a lot of timber was required. Mr. Kudva acquired lot of forest land through Govt Forest Dept auction at Sampaje and Charmadi Ghat regions and transported timber logs to Mangalore to convert them to wooden beams and planks for the body building of the Lorries. To facilitate this a sawmill was also established under the C.P.C. Co. Owing to this the company had established a very good reputation as a quick, prompt, efficient and reliable public transport carrier.

Admired by the staff, adored by the clients

List of Stations: Lorry Parcel Service (1939 – 1967)

SL. No.	Station	Code	Address	Phone
01	Alwaye	AWY	Nr Bazaar P.O., Market Road, Alwaye	
02	Badagara	BDJ	J.T. Road, Badagara	
03	Badiadka	BDK	Behind Police Station, Badiadka	
04	Bailur	BLR	Nr Bus Stand, Bailur	
05	Baliapatam	BPM	BP-768, Main Road, Baliapatam	
06	Bangalore-2	SBC	N.R. Road Cross, Opp. Naaz Cinema, Blr	25378
07	Bangalore	SBC-A	Behind B.T.S., H. Siddaiah (Double) Road, Blr	70278
08	Bantwal	BWL	Nr Bus Stand, Bantwal	
09	Belgaum	BGM	3835, Kotewal Galli, Belgaum	
10	Belthangady	BDY	Opp. Bus Stand, Belthangady	77955
11	Bombay-7	BMV	192/194, Tottie Terrace, Lamington Road, Bombay	
12	Bombay-18	BMV-A	B-148, Bhaveshwar Bldg, Off Dr. Annie Besant Road, Worli, Bombay	
13	Brahmavar	BMR	Nr Bus Stand, Brahmavar	P.C.O.
14	Cannanore	CAN	TV 137, Fort Road, Cannanore	430
15	Calicut	CLT	Old Empress Hotel Bldg, Beach Road, Calicut	4776
16	Calicut-1	CLT-A	Big Bazaar, Calicut	4238
17	Chickmagalur	CMG	N.R.P. Road, Chickmagalur	109
18	Coimbatore	CBE	22/111, Shukrawarpet, Mill Road, Coimbatore	6864
19	Coimbatore	CBE-A	3/40, Pappanaickenpalayam, Puliyakulam Road, Coimbatore	
20	Coondapur	ODR	Nr Old Bus Stand, Coondapur	13
21	Cochin-2	CHN	Catholic Syrian Bank Bldg, G FL, Mattancherry, Cochin	25703

SL. No.	Station	Code	Address	Phone
22	Davanagere	DVG	Nr Mahatma Gandhi Circle, Poona-Bangalore Rd, Davanagere	
23	Emakulam	ERN	Jews Street, Emakulam	
24	Erode	ERD	Eashwaran Koil Street, Erode	
25	Hunsur	HSR	1402, Jhansi Laxmibai Road, Hunsur	
26	Hebri	HBR	Nr Bus Stand, Hebri	P.C.O.
27	Hubli	HBL	Nr Basava Mantapa, Veerapur Road, Hubli	
28	Kadur	DRU	Nr Railway Station, Kadur	
29	Karkal	KRK	Near Bus StandKarkal	22
30	Katalur	KLR	Katalur Post (Via) Meladi, Katalur	
31	Kasaragod	KGQ	Srirampet, Railway Station Road, Kasargod	
32	Kanhangad	KGN	W5-407, Opp. Kailas Theatre, Kanhangad	
33	Koteshwar	KTR	Maruthivana Road, Koteshwar	
34	Kaup	KAP	Nr Police Station, Kaup	
35	Katapady	KPD	Nr Bus Stand, Katapady	
36	Madras-1	MAS1	31, Moor Street, George Town, Madras	23331
37	Madras-2	MAS2	40, General Patter's Road, Mount Road, Madras	85536
38	Mandya	MDY	Nr Rama Mandiram, Bazaar Street, Mandya	
39	Mangalore-1	MAQ-A	Bibi Alabi Rd, Mangalore (Main Godown for Mangalore)	141
40	Mangalore-1	MAQ-B	Port Road, Bunder, Mangalore	65 (P.P.)
41	Mangalore-1	MAQ-C	Car Street, Mangalore	354
42	Mercara	MRC	College Road, Mercara	12

SL. No.	Station	Code	Address	Phone
43	Moodabidri	MDB	Nr Bus Stand, Moodabidri	
44	Mulki	MLK	Nr Canara Bank Ltd., Mulki	
45	Muniyal	MYL	Nr Bus Stand, Muniyal	
46	Mysore	MYS	Opp. Bus Terminus, Sayyaji Rao Road, Mysore	267
47	Nileshwar	NLE	C.I. 1408, Main Road, Nileshwar	
48	Palghat	PGT	Mannanchira Road, Palghat	
49	Payyanur	PYR	9-349, Main Road, Payyanur	
50	Puttur	PUT	Main Road, Puttur	13
51	Salem-2	SAM	88, Appu Chetty Street, Shevapet, Salem	
52	Saligram	SGM	Nr Syndicate Bank, Main Road, Saligram	
53	Somawarpet	SWT	Nr Bus Stand, Somawarpet	26
54	Surathkal	SKL	Nr Bus Stand, Surathkal	
55	Shimoga	SHM	Opp. Karnataka Sangha, Sawarkar Nagar, Shimoga	
56	Taliparamba	TPB	Opp. High School, Taliparamba	
57	Tellicherry	TLY	C.S.C. Bldg, Nr Railway Station, Tellicherry	136
58	Tellicherry	TLY-A	Customs Road, Nr L.I.C. Bldg, Tellicherry	
59	Tirupur	TUP	5/23, Chikkanna Chettiar Street, Tirupur	428
60	Trichur	TCP	Nr Dhanalaxmi Bank Bldg, Naickanal, Trichur	
61	Udupi	UDP	Nr Bus Stand, Santhekatte, Udupi	9
62	Udupi	UDP-1	Car Street, Udupi	2
63	Ujire	UJE	Nr Bus Stand, Ujire	
64	Virajpet	VRP	68, Main Road, Virajpet	
65	W. Island	WIC	Opp. Cochin Harbour Terminus, W. Island	



At present, the C.P.C. Cargo Service is renamed as C.P.C. Logistics and is a leading service provider of cargo and Parcel Services in South India & some part of Northern and Western India, Established in the Year 1939. It is one of the leading parcel service providers in India having branches across the country. It has Administrative office in Mangalore, with an experienced team, it extends the best of service to the customers through network of offices at all major cities and towns, and they deliver the best to the customers being the Pioneers in Transport.

C.P.C. Logistics has been trying to maintain high standard of service according to the expectations of its esteemed clients. As a Domestic Parcel Service provider, it can transfer anything from small household items to a full container to heavy machinery and industrial goods across India. It operates through a network of 9000 serviceable locations and 750 branches in the four states of Tamil Nadu, Andhra Pradesh, Kerala, Karnataka and the Union Territory of Pondicherry, covering all the major commercial towns and cities as well as tiny villages. Through its innovative and cost saving methods, C.P.C. Logistics Ltd. has consistently added value for its customers.

The Company enjoys more than seven decade experience in the cargo and parcel service industry. Over the years CPC Logistics has pioneered in providing a safe and reliable delivery network in the field of parcel service.

Mr. Vasant S. Kudva, S/o. Rtn. Er. Srinivas V. Kudva and grandson of Late V.S. Kudva is officiating as the Chairman & Managing Director of C.P.C. Logistics Ltd.

INTRODUCTION OF AUTOMOBILE TRAINING COURSE 1940



Falling in line with the expansion of the company's programme warranted induction of more buses and trucks in the company. It resulted in frequent breakdown of vehicles owing to the engine defects or the pathetic/deplorable condition of

the roads. This warranted increased demand for technical personnel for repairs and service. Maintenance of fleets had become extremely and increasingly difficult. To maintain the efficiency of service compelled Mr. Kudva to find a permanent solution to these recurring personnel problems.

During that period Mangalore city lacked suitable technical educational institutions which could offer and impart technical courses like mechanical, automobile and electrical engineering. The Karnataka Polytechnic College was established in the year 1946 at a rented premises at Attavar, Mangalore. Later it was shifted to a more spacious premises at their own campus in 1954 at Kadri Mangalore. The Government ITI was established in the year 1958 at Airport Road, Yeyyadi, Mangalore. Hence, qualified and experienced technical personnel were not available for employment. Keeping this in view, in 1940 he introduced and organised a novel theoretical and on the job practical training course at the C.P.C. Co. premises for the economically weaker students who failed to afford a polytechnic and other technical education course owing to their financial constraints.

Initially 20 students were admitted to the technical course on a half yearly basis with a prior interview. Guest faculty with technical background imparted periodical theoretical classes and the company chief mechanic and an instructor conducted on the job and practical training session in the company workshop. The

Introduction of Automobile Training Course

trainees were paid monthly stipends. On the successful completion of the course competitive theoretical and practical examination was held. The successful candidates were awarded merit certificates. Neither the trainee's had obligations or compulsions to serve the company after the completion of the training nor was it obligatory on the part of the company to recruit or employ them. But most of the trainees with local background preferred C.P.C. Co. only and they were absorbed by the company. Few successful candidates moved to Bangalore, Madras, Bombay, Calcutta and other cities and joined major automobile companies like Premiere, Ford, Hindustan, Tata, Standard etc and in due course were elevated to very high ranks and posts in the companies they served due to the C.P.C. Co. training background and their excellent performance.

In the year 1942, to facilitate this training Mr. V.S. Kudva authored a book on automobiles entitled **“Motaru Yantra Vijnana”** as a reference guide to the trainees which was widely accepted and acclaimed by the Madras University and deservingly Mr. Kudva was awarded a prize by the university which was a only feather in his cap.



Group photo of the First Batch of Technical Training School

NAVABHARATH KANNADA DAILY NEWSPAPER 1941



Mr. V.S. Kudva by virtue of his past experience as a Journalist and an Editor of Kannada weekly such as *Satyagrahi*, *Swadeshabhimani* and Konkani weekly *Saraswath* felt the need

and necessity to publish a daily Kannada Newspaper for the reading delight of the people of the Dist as a medium of communicating variety of news and views.

In 1941, the 'Navabharath' Kannada daily was launched. Mr. V.S. Kudva was the Managing Editor under the parent company name 'Newspaper Publishers Pvt. Ltd'. It commenced its operations and publication in the Kodialbail premises (Presently the Hotel Ocean Pearl is located). The traffic circle was popularly called as Navabharath circle then. At present it is renamed as Rastrakavi Manjeshwar Govinda Pai circle.

Initially the newspaper contained only 2 pages and printed in tabloid size, later increased to 4 pages and subsequently 6 pages in regular newspaper size. Mr. Kudva was ably assisted by Late Bannanje Ramacharya and Late Kudpi Vasudev Shenoy as they were serving in the editorial board. Late M.V. Hegde was serving as the Assistant Editor and used to write editorial in later stages. The newspaper covered the entire political, commercial, financial, criminal and sports news very comprehensively and extensively by appointing a

chain of reporters across the Dist and State. The National and International news was transmitted by Reuters, P.T.I and U.N.I through tele-printers/telex to the press. It also covered the local and regional news. Every week the newspaper used to cover short stories and poems in its children's corner. Late Vishu Kumar's novel was carried daily as a serial.

Navabharath provided a break and platform for the eminent Journalists like Late Mattar Vittal Hegde, Late Sridhar Achar, Late K. Janardhan, Late A.V. Mayya, Mr. Damodar Shettigar, Mr. Ratnakumar M., Mr. Malar Jayaram Rai and Mr. Manohar Prasad. All of them made their debut as Journalists in Navabharath newspaper. This newspaper played a phenomenal role in moulding their career in the journalist profession.

It gained momentum within a short span of time. Navabharath became not only a household name but also its reader's darling in South & North Kanara, Coorg, Chickmagalur and Kasaragod Dists resulting in substantial increase in the circulation. The C.P.C. Co. vehicle services were hired and deployed for the wide distribution and circulation across the Dists.

The humorous daily cartoon entitled 'Shinganna' caricatured by Raghu, pen name (original name Kannepady Ramakrishna Shastry of Puttur), was more popular which featured in the front page, evinced a lot of interest of the daily readers. Mr. Raghu was an advocate by profession in Mangalore and hailed from Puttur. He was provided with a special room in the Navabharath press itself for his convenience. Late Kudpi Vasudev Shenoy, Editor and Publisher of Prabhat weekly newspaper suggested the name of Shinganna to Mr. Raghu for his cartoon. He served Navabharath from 1956-69. Later he joined Udayavani, Kannada daily newspaper of Manipal group.

The Navabharath daily earned good name and fame to Mr. Kudva. The newspaper moved him very close to the literary fraternity. To name a few, Late Manjeshwar Govind Pai, Late Kota Shivaram Karanath, Late N.S. Kille, Late Hurali Bhima Rao, Late Kudpi Vasudev Shenoy, Late H.R. Mallya and Late Pandit Gopalkrishna Bhat. They were a few among his close friends with whom he maintained intimate relations and he cherished and relished their friendship.

‘Sarvodaya’, a Kannada weekly edited by Late K.K. Shetty, a Congress leader was printed and published by Mr. Kudva in the press. Later Late Shetty was elected as a Member of Parliament. The ‘Saraswath’, a Konkani weekly edited and published by Mr. Kudva was also printed in this press.

The popularity of the newspaper was so immense that the people used to stand and wait in queue (Q) in front of the newspaper stands/stalls early morning for the copies of the newspaper when the board examination S.S.L.C. and university examination P.U.C. and Degree results were announced and published in the paper well ahead and in advance, before it could reach the respective institutions and was displayed on their notice board. The readers and film enthusiastic on every Fridays used to search for the new film releases in the local theatres and its reviews, photographs of their favourite hero’s and heroine’s and its advertisements for their weekend entertainment program and pleasure. It also carried the news on the activities of the various local Institutions and Associations.

Despite his busy business commitments in the company and frequent tour schedules, Mr. Kudva found little time to write some articles, stories, essays and poems in Kannada language. He wrote poems and articles under his pen name “Jagannath”. Through the newspaper he established contact with freedom fighters, political

leaders and all top people in the society. He was an intellectual and prolific writer. He was fearless and powerful journalist.

By this virtue, he was very popular and well respected figure in the society. However, his writings were unbiased, impartial in nature, without discriminating any cast, creed and community. His editorials were very secular and neutral and wrote without any fear and favour. He was also a member of the State Journalist Body. As an editor, he commanded high respect from the Kannada journalist's fraternity. He also organised the "Akhila Karnataka State Journalist Conference" in Mangalore. He also wrote many articles on automobile industry. In the year 1966, Mr. V.S. Kudva passed on the baton of Navabharath to his eldest son Mr. Sanjiv Kudva and he continued as Managing Editor of the newspaper. In the interim, it recorded and marked the Silver Jubilee celebration of its publication in the field of news media. However, throughout its period of publication, it maintained the ethics of a newspaper. It was always neutral and secular in its publication of news and views.

Mr. V.S. Kudva authored the first book in Kannada on the technical aspects and maintenance of motor vehicles entitled 'Motaru Yantra Vijnana' for the benefit of thousands of trainees in the automobile industry which was deservingly acknowledged and awarded by the Madras University. His another book on 'South Kanara People and their Culture' which depicted the customs, traditions, food and festivals, hospitality of the people of coastal region. He passed away in the year 1967.

Mr. V.S. Kudva's son, Mr. Laxminarayan Kudva also served in the Navabharath newspaper almost in every department, as journalist, photographer, reporter covering daily news in the district, sub-editor to printer and technician in the Rotary printing department and photos and block making dept. The weekly Kannada column maintained by him "Nimma Prashnege Sphatika Uttara" was quite

popular with the readers. Awards were instituted under Navabharath Daily for Tulu Dramas & Tulu Films.

However, in between the 60's and 70's the Navabharath press and the newspaper encountered a great setback due to the introduction of modern automatic offset printing machines. The new players from Bangalore such as Kannada Prabha, Prajavani, Samyukta Karnataka started invading and conquering the newspaper market in the Dist. On 01.01.1970, Manipal Printers & Publishers, a company owned by Manipal Pai family group launched and published their maiden Kannada newspaper 'Udayavani' in South Kanara Dist. Another newspaper in the Dist called 'Mungaru' was also launched in 1984. Moreover, most of the experienced staff left the Navabharath and joined these newspapers for their better posts and prospects. Thereafter, the Navabharath Daily circulation indicated a declining trend and gradually lost its readers demand and domination in the newspaper circulation and its market. Hence, Mr. Sanjiv Kudva was constrained to discontinue the newspaper and subsequently it was withdrawn from the publication in the year 1984 after 43 years of successful circulation and domination all over the Dist. However, it is a matter of regret, it failed to complete the Golden Jubilee year of publication. Mr. Sanjiv Kudva passed away in the year 1986.

In this context it is pertinent and worth to mention that the first Kannada newspaper 'Mangaluru Samachar' was published from Mangalore and the maiden issue was dtd 01.07.1843. It was edited by Late Rev. Hermann Francis Mogling (1811-1881), a German Christian missionary from Basel Evangelical Mission Seminary, Mangalore, later renamed as Karnataka Theological College Centre of Education. In commemoration of this maiden issue and this eventful and memorable day, 01st July is symbolically celebrated as '**Kannada Press Day**' by the Journalists every year all over the State.

SHINGANNA CARTOONS



ಆ ಸಬ್‌ಇನ್ಸ್‌ಪೆಕ್ಟರು
ಗಂಧದ ಮರ
ಹಿಡಿದದಕ್ಕೆ ಲೆಕ್ಕ ಇಲ್ಲ...
ಅದಕ್ಕೇ ಅವರು
ಹೋದಲ್ಲೆಲ್ಲಾ ಗಂಧದ
ಪರಿಮಳ...!



“ಇನ್ನು ಕೂಡಾ
ಮಾರ್ಗಗಳನ್ನು
ಸರಿಮಾಡದಿದ್ದರೆ
ವಾಹನಗಳಿಗೆ ಮಾತ್ರವಲ್ಲ...
ನಮ್ಮ ಕಾಲುಗಳಿಗೂ
ಕೆನರಾ ಸ್ಪಿಂಗ್‌ಗಳನ್ನು ಫಿಟ್
ಮಾಡಬೇಕಾಗಬಹುದು...!”



ಕಾಂಗ್ರೆಸ್ ಧೋರಣೆಗಳಲ್ಲಿ
ಕೊರತೆ ಇಲ್ಲ. ನಮ್ಮಲ್ಲಿಯೂ
ಏನೂ ಕೊರತೆ ಇಲ್ಲ....
ಕೊರತೆ ಇರುವುದು ಜನರಲ್ಲಿ
ಮಾತ್ರ!



ಇವರು ಡಿಸ್‌ಮಿಸ್
ಆದ ಶ್ಯಾನುಭಾಗರು...
ಈಗ ತಾಲೂಕು
ಬೋರ್ಡ್ ಸದಸ್ಯರು



“ಕುಡುಕರ ಹಾವಳಿ
ಎಂದು ಅರ್ಜಿ ಕೊಟ್ಟು -
ಮಾಮೂಲಿ ಕೊಟ್ಟರೆ
ಸಾಲದು!... ಸ್ಥಳಕ್ಕೆ ಬರಲು
ಬಾಡಿಗೆಯ ಕಾರು
ಮಾಡುವ ತ್ರಾಣದೆಯೋ?”



ಚುನಾವಣೆ
ಮುಗಿಯುವವರೆಗೆ ನಮ್ಮ
ಭಾನ್ಸು! ಸಭೆಗೆ ಕಲ್ಲು
ತೂರಬೇಕಾದರೆ 5 ರೂಪಾಯಿ
ಚಾರ್ಜ್! ಕೊಳೆತ ಮೊಟ್ಟೆ
ತೂರಬೇಕಾದರೆ 10 ರೂಪಾಯಿ
ಚಾರ್ಜ್!



“ಈಗಿನ ಕಾಲದಲ್ಲಿ
ಕೋಂಡಕ್ಟ್
ಸರ್ವಿಫಿಕೇಟು ಇಲ್ಲದೆ
ಕೆಲಸ ಸಿಗುವುದು ಮಂತ್ರಿ
ಪದವಿ ಮಾತ್ರ”



ಬ್ರಿಟಿಷರು “ಡೆವೈಡ್
ಆಂಡ್ ರೂಲ್”
ಮಾಡುತ್ತಿದ್ದರು. ಈಗ
ನಾವೂ ಕೋಮುಗಳನ್ನು
“ಡೆವೈಡ್ ಆಂಡ್ ರೂಲ್”
ಮಾಡುತ್ತಿರುವುದು!



ಮಂತ್ರಿಯವರು ದಯಮಾಡಿ
ಒಮ್ಮೆ ಐದು ಮಿನಿಟಿಗಾದರೂ
ನಮ್ಮ ಗ್ರಾಮಕ್ಕೆ
ದಯಮಾಡಿಸಿದ್ದರೆ, ಇಲೆಕ್ಟ್ರಿಕ್
ಕರೆಂಟಾದರೂ ಬಂದೀತು....
ರಸ್ತೆಯಾದರೂ
ರಿಪೇರಿಯಾದೀತು.



“ಹೊಳೆಗೆ
ಪಂಪನ್ನೇನೋ
ಹಾಕಿದ್ದಾಯಿತು... ಆದರೆ
ಹೊಳೆಗೆ ನೀರನ್ನೆಲ್ಲಿಂದ
ತರಲಿ?”



ಈ ಗೆರ್ರುಟೆಡ್ ಆಫಿಸರ್
ಆಗುವ ಬದಲು ವಿಲೇಜ್
ಸೆಕ್ರೆಟರಿ ಆಗುತ್ತಿದ್ದರೆ ಹೆಚ್ಚು
ಸುಖದಲ್ಲಿರಬಹುದಿತ್ತು!



“ಮತ್ತೇನು ಮಾಡುವುದು....
ಮನೆಗೆ ಮಾಲಿಗೆ ಹಾಕಲು
ದುಡ್ಡಿಲ್ಲ. ಚುನಾವಣೆ ಮಟ್ಟಿಗೆ
ಒಂದು ಪಾರ್ಟಿ
ಸೇರಿಕೊಂಡಿದ್ದೇನೆ.



ರತ್ನಕುಮಾರ್ ಎಂ.

ಮಾಜಿ ವರದಿಗಾರರು

ನವಭಾರತ ಕನ್ನಡ ದೈನಿಕ ವಾರ್ತಾಪತ್ರಿಕೆ

ರತ್ನಕುಮಾರ್ ಎಂ.

ಉಪ-ಸಂಪಾದಕರು

ಹೊಸ ದಿಗಂತ ಕನ್ನಡ ದೈನಿಕ ವಾರ್ತಾಪತ್ರಿಕೆ

ಸಿಟಿ ಪಾಯಿಂಟ್, ಕೊಡಿಯಾಲ್ ಬೈಲ್

ಮಂಗಳೂರು- 575 003

ದೂ. ಸಂ: 0824 - 2497091-093

‘ನವಭಾರತ’ ಪತ್ರಿಕೆಯ ಉತ್ಸರ್ಜನೆ

ಸುಮಾರು ನಾಲ್ಕುವರೆ ದಶಕ ಕಾಲ ಕರಾವಳಿ ಕರ್ನಾಟಕ, ಕೊಡಗು, ಚಿಕ್ಕಮಗಳೂರು, ಕಾಸರಗೋಡು ಜಿಲ್ಲೆಗಳಲ್ಲಿ ಪ್ರಸಾರ-ಪ್ರಚಾರದಲ್ಲಿದ್ದ ‘ನವಭಾರತ’ ಕನ್ನಡ ದೈನಿಕ ಬಸ್ಸು ಸಾರಿಗೆ ಉದ್ಯಮಿಯಾಗಿ ಖ್ಯಾತನಾಮರಾಗಿದ್ದ ದಿ. ವಿ.ಎಸ್. ಕುಡ್ಲ ರಿಂದ 50ನೇ ದಶಕದ ಆದಿಯಲ್ಲಿ ಸಂಸ್ಥಾಪಿತವಾಗಿತ್ತು.

ಪ್ರಜಾವಾಣಿ ಕನ್ನಡ ದೈನಿಕದ ಸುಪ್ರಸಿದ್ಧ ಟಿ.ಆರ್.ಎಸ್.ರ ಛೂ-ಬಾಣಕ್ಕೆ ಸರಿಗಟ್ಟಿದ ಮ್ಲಿಜ್ (ಎಂ.ವಿ. ಹೆಗ್ಡೆ) ಬರೆಯುತ್ತಿದ್ದ ಅರ್ಥಗರ್ಭಿತ ವಾರ್ತೆಗಳು ಅಂದು ಪತ್ರಿಕಾ ರಂಗದ ಅಪರಂಜಿ ಕಾಲಂ ಎಂದೇ ಜನಪ್ರಿಯವಾಗಿತ್ತು. ಪತ್ರಿಕಾ ಕ್ಷೇತ್ರದ ಮೇರು ವ್ಯಕ್ತಿಗಳಾದ ಎಂ.ವಿ. ಹೆಗ್ಡೆ, ಬನ್ನಂಜೆ ರಾಮಾಚಾರ್, ಶ್ರೀಧರ ಆಚಾರ್, ಕೆ. ಜನಾರ್ದನ, ಪ. ಗೋಪಾಲಕೃಷ್ಣ, ಕುಡ್ಲಿ ವಾಸುದೇವ ಶೆಣೈ, ಎ.ವಿ. ಮಯ್ಯ, ಮಾಲಾರ್ ಜಯರಾಮ ರೈ, ಮನೋಹರ ಪ್ರಸಾದ್, ದಾಮೋದರ ಶೆಟ್ಟಿಗಾರ್ ಮತ್ತಿತರರು ನವಭಾರತದಲ್ಲಿ ವೃತ್ತಿಜೀವನ ಆರಂಭಿಸಿದವರು.

ಸುದ್ದಿ ಸಂಸ್ಥೆಯಿಂದ ಬಂದ ಸುದ್ದಿಯೊಂದಿಗೆ ಸ್ಥಳೀಯ ಮತ್ತು ಜಿಲ್ಲೆ-ರಾಜ್ಯದ ಸುದ್ದಿಗಳಿಗೆ ಆದ್ಯತೆ ನೀಡಿ ಪಕ್ಷಭೇದರಹಿತವಾಗಿ ಓದುಗರಿಗೆ ಸುದ್ದಿ ಒದಗಿಸುವಾಗ ಪತ್ರಿಕಾ ಧರ್ಮಪಾಲನೆಗೈದ ನವಭಾರತ ಓದುಗರ ಮನಗೆದ್ದ ಪತ್ರಿಕೆಯಾಗಿತ್ತು.

ಉಚ್ಚಾಯ ಸ್ಥಿತಿಯಲ್ಲಿದ್ದಾಗ ನವಭಾರತ ರಾಜ್ಯ, ರಾಷ್ಟ್ರ, ವಿದೇಶ ಮತ್ತು ಕ್ರೀಡಾ ಸುದ್ದಿಗಳತ್ತ ಹೆಚ್ಚು ಗಮನ ಹರಿಸಿತ್ತು. ಈ ನಡುವೆ ಜಿಲ್ಲಾ ಮತ್ತು ಪ್ರದೇಶ ಸಮಾಚಾರವಲ್ಲದೆ, ಸಂಘ ಸಂಸ್ಥೆಗಳ ವರದಿಗಳಿಗೂ ಪತ್ರಿಕೆಯಲ್ಲಿ ಜಾಗವಿತ್ತು. ಈಗಿನಂತೆ ಕ್ರೈಂ ಭರಾಟೆಯಿಲ್ಲದ ಅಂದು, ಕ್ರೈಂ ಸುದ್ದಿಗಳನ್ನೂ ಪತ್ರಿಕೆ ನೀಡುತ್ತಿತ್ತು. ನಿತ್ಯ ವಿಚಾರಪೂರಿತ ಲೇಖನ ಪ್ರಕಟಿಸುತ್ತಿತ್ತು. ವಾರಕ್ಕೊಮ್ಮೆ ಸಿನೆಮಾ ಸುದ್ದಿ, ಕಥೆ, ಕವನ, ಮಕ್ಕಳ ವಿಭಾಗವನ್ನು ಓದುಗರಿಗೆ ನವಭಾರತ ಕೊಟ್ಟಿದೆ. ಖ್ಯಾತ ವ್ಯಂಗ್ಯ ಚಿತ್ರಗಾರನ ಶಿಂಗಣ್ಣ (ವಕೀಲ ಶ್ರೀ ರಾಮಕೃಷ್ಣ) ಪ್ರಸಿದ್ಧವಾಗಿತ್ತು.

ದಿ ವಿಶುಕುಮಾರರ ಒಂದೆರಡು ಕಾದಂಬರಿ ನತ್ಯ ಧಾರವಾಹಿಯಾಗಿ ಬರುತ್ತಿತ್ತು. ಉಚ್ಚಾಯ ಸ್ಥಿತಿಯಲ್ಲಿದ್ದಾಗ ದೈನಿಕಗಳ ಗಾತ್ರದ 6 ಪುಟಗಳಲ್ಲಿ ಬರುತ್ತಿದ್ದ ನವಭಾರತ ಸರ್ವಾಂಗಗಳಿಂದ ಶೋಭಿತವಾಗಿತ್ತು. ಆರಂಭದ ವರ್ಷಗಳಲ್ಲಿ ಟ್ಯಾಬ್ಲಾಯ್ಡ್ ಗಾತ್ರದಲ್ಲಿ 2 ಪುಟ ಹೊಂದಿದ್ದ ನವಭಾರತ, ಕೆಲ ವರ್ಷಗಳ ನಂತರ ಅದೇ ಗಾತ್ರದ 4 ಪುಟಗಳಿಗೆ ಹೊರಳಿತ್ತು.

1958ರಲ್ಲಿ 8ನೇ ತರಗತಿಯಲ್ಲಿ ಕಲಿಯುತ್ತಿದ್ದಾಗ ಮೊದಲಿಗೆ ನವಭಾರತ ನೋಡಿದ್ದ ನಾನು ಶಾಲಾ ವಿದ್ಯಾರ್ಥಿ ನಾಯಕನಾಗಿ ನಿತ್ಯ ಬೆಳಗ್ಗೆ ಶಾಲಾರಂಭದ 15 ನಮಿಷ ಮುಂಚಿತವಾಗಿ ಸೇರುತ್ತಿದ್ದ ಅಸೆಂಬ್ಲಿಗೆ ಮುಖ್ಯಾಧ್ಯಾಪಕರು ಗುರುತು ಹಾಕಿದ ನವಭಾರತದ ನಾಲ್ಕೈದು ಸುದ್ದಿಗಳನ್ನು ಓದಬೇಕಾಗಿತ್ತು. ಇದಕ್ಕಾಗಿ ನನ್ನ ಮಧ್ಯಾಹ್ನದ ಬುತ್ತಿಯೊಂದಿಗೆ ಶಾಲೆಗೆ ಬೆಳಗ್ಗೆ 9ಕ್ಕೆ ಬರುತ್ತಿದ್ದೆ. ನನಗಿಂತ ಮೊದಲೇ ಶಾಲೆಯಲ್ಲಿರುತ್ತಿದ್ದ ಮುಖ್ಯಪತ್ರಿಕಕರು ಗುರುತು ಹಾಕಿದ ಹಿಂದಿನ ದಿನದ ನವಭಾರತ ನನ್ನ ಕೈಯಲ್ಲಿ ಇರಿಸುತ್ತಿದ್ದರು.

ನವಭಾರತ ಓದುವ ಅಭ್ಯಾಸ ಹೈಸ್ಕೂಲು ಸೇರಿದಾಗಲೂ ಮುಂದುವರಿದಿತ್ತು. ಕಾರ್ಕಳದಲ್ಲಿ ಆಶ್ರಮ ವಾಸಿಯಾಗಿ ಹೈಸ್ಕೂಲಲ್ಲಿ ಓದುತ್ತಿದ್ದೆ. ಸಂಜೆ ಆಶ್ರಮಕ್ಕೆ ಮರಳಿದಾಗ ಬಿಡುವಿನಲ್ಲಿ ಪತ್ರಿಕೆ ಮೇಲೆ ಕಣ್ಣೋಡಿಸುತ್ತಿದ್ದೆ. ದೈನಿಕಗಳ ಗಾತ್ರದಲ್ಲೇ ಬರುತ್ತಿದ್ದ ನವಭಾರತ ಅಂದು 4 ಪುಟಗಳ ಪತ್ರಿಕೆಯಾಗಿತ್ತು.

1966ರಲ್ಲಿ ನವಭಾರತದಲ್ಲಿ ನನ್ನ ಪತ್ರಿಕಾ ವೃತ್ತಿ ಬದುಕು ಆರಂಭವಾಗಿದ್ದು, ಆಗ 6 ಪುಟಗಳೊಂದಿಗೆ ಹೊರಬರುತ್ತಿತ್ತು. ಎಂ.ವಿ. ಹೆಗ್ಡೆ, ಬನ್ನಂಜೆ ರಾಮಾಚಾರ್, ಪ. ಗೋಪಾಲಕೃಷ್ಣ, ಎ.ವಿ. ಮಯ್ಯ ಮತ್ತಿತರರು ಅಂದು ಸಂಪಾದಕ ವಿಭಾಗದಲ್ಲಿದ್ದರು. ದೈನಿಕದ ಉಚ್ಚಾಯಕಾಲ ಅದಾಗಿತ್ತು. 1970ರಲ್ಲಿ ಮಣಿಪಾಲದಲ್ಲಿ 'ಉದಯವಾಣಿ' ಆರಂಭವಾದಾಗ ಬನ್ನಂಜೆ ರಾಮಾಚಾರ್ ನೇತೃತ್ವದಲ್ಲಿ 12 ಜನ ನವಭಾರತ ಸಿಬ್ಬಂದಿ ಉದಯವಾಣಿಗೆ ತೆರಳಿದ ನಂತರ ಕ್ರಮೇಣ ಪತ್ರಿಕೆಯ ಅವಸರ್ಪಿಣಿ ಕಾಲ ಶುರುವಾಯಿತು. 1984ರಲ್ಲಿ 'ಮುಂಗಾರು' ಪತ್ರಿಕೆ ಮಂಗಳೂರಲ್ಲಿ ಆರಂಭವಾಗಿ ನವಭಾರತದ ಹಲವಾರು ಮಂದಿ ಹೊಸ ಪತ್ರಿಕೆಗೆ ತೆರಳಿದ ಮೇಲೆ ನಾಲ್ಕೂವರೆ ದಶಕಕ್ಕಿಂತಲೂ ಹೆಚ್ಚು ಕಾರ್ಯನರ್ವಹಿಸಿದ್ದ ನವಭಾರತ ತನ್ನ ಪ್ರಕಟಣೆ ನಿಲ್ಲಿಸಿತು.

UNITED KARNATAKA TRANSPORT CO. LTD 1942



The bus route traffic too in the initial stages was continuously expanding. Lot of buses started plying on the roads. The North Kanara transport services were further expanded up to Karwar in the north and extended up to Hubli in the

North East, by acquiring the services from several individuals. It was consolidated into a single public joint stock company called the 'United Karnataka Transport Co. Ltd.' in 1942.

It may be recalled that before the company entered this field, the transport industry of that Dist was in a deplorable and dilapidated condition. The formation of the United Karnataka Transport Co. Ltd. was followed by the inception of another company called the Chitrapur Express Company, both these companies marked by a progressive outlook, taking with them persons of standing as Directors and informing the general public of the Dist. They expressed their interest in these companies as shareholders. This achieved a new look of respectability and stabilised and consolidated the industry and developed a system of efficient transport system throughout the North Kanara Dist and in the adjacent parts and regions. Mr. V.S. Kudva played a key role in the formation of this company.

In this new line of activity the C.P.C. Co. cannot forget the active involvement and assistance rendered by its Director, Late H. Laxminarayan Kamath who had considerable command, respect and influence in that Dist also. Through his vast influence and wider contacts, the successful formation of this company was in no small measure due. It may also be stated that the Hanuman Transport Co. Ltd. of our Dist also joined in the development of this industry in this Dist by its own independent effort. Transport in North Kanara thus continued to progress through private enterprise until in the 50's, the Bombay Govt intervened and nationalised the route and transport service undertakings.

CANARA WORKSHOPS LTD
27.01.1943



1943



V. S. Kudva
1899 - 1967

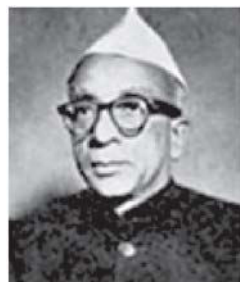
The outbreak of II World War witnessed very bad consequences and calamities which affected the trade and industry in general and the transport industry in particular very adversely. Owing to decline in imports, scarcity of spare parts of vehicles, accessories, raw materials and shortage of Petrol, Diesel, Kerosene and other essential commodities were experienced.

By 1943, the C.P.C. Co. had acquired many buses through acquisitions, mergers and amalgamations of many other companies owing to their loss incurring business. There was remarkable increase in the strength of fleets owned by the C.P.C. Co. It started expanding by acquiring more route permits by deploying additional buses to meet the growing demand for its fleet. The major concern was the pathetic condition of the roads resulting in frequent breakdown of the vehicles due to the failure of springs. It was one of the main part which frequently found broken due to the deplorable condition of the roads and also owing to the long running engine failure, wear and tear of parts, which warranted instant repairs to continue the route service. Till then the vehicles were moved to private St. Joseph's Asylum Industrial Workshop, popularly known as Seminary Workshop (Estd. 1886) located at Jeppu Seminary, Mangalore for repairs and maintenance. Moreover, high cost of repairs and inordinate delay in service necessitated the company

the need for centralised repair and maintenance. There was a move to manufacture of spare parts indigenously which was planned in their Canara Foundry to manufacture cast iron parts.

Hence, Mr. Kudva decided to concentrate on the repairs, service and maintenance organisation for all the fleets. Accordingly he decided to form a separate company and founded “Canara Workshops Ltd” in the year 1943 at Kodialbail, Mangalore. It was incorporated on 27.01.1943 and the existing repairs and maintenance workshop was handed over back to the C.P.C. Co. After this reorganisation, the company started manufacture of automobile components and scarce spare parts. The workshop was specialised in reconditioning of leaf springs and the customers were greatly satisfied with the quality and reliability of the leaf springs. The company was short named as ‘**Spring Factory**’. But in due course the company felt and experienced that the space in the premises was inadequate and congested for the automobile parts manufacturing process. Hence, the Board of Directors decided to acquire a vast vacant land for the construction of the new spacious workshop. However, the C.P.C. Co. decided to build its own repair workshop at Kodialbail premises.

The Canara Workshops Ltd acquired a very large vacant land spread over a sprawling 23 acres at Maroli, Mangalore outside the municipality limits and commenced its construction in 1948 with total 2,80,000 sq.ft. carpet industrial area. A generator was also installed in the year 1949. In the same year, the factory was inaugurated by Late K. Santhanam, Former Union Minister of State for Railways and Transport. By 1950, Canara Workshop shelved the idea of vehicle repair activities and planned to develop a manufacturing unit for U-bolts, brake drums, screws



K. Santhanam
1895 - 1980

V.S. Kudva - HIS LIFE & TIMES

and hubs. Further, cast iron foundry, sawmill and the body building unit were bifurcated from the Canara Workshops Ltd.

Further, it decided to embark on the manufacture of alloy steels. Late Lal Bahadur Shastri, Former Minister of Commerce and Trade laid the foundation on 10.01.1961 and the factory commenced its commercial production in the year 1962.

Late Sanjiv V. Kudva served the company as Chairman and Managing Director from 1967 to 1986. Rtn. Er. Srinivas V. Kudva assumed charge of the Company as Chairman and Managing Director upon death of his elder brother in 1986. He is still continuing in that post as on date.



In the in-plant training organised by the Canara Workshops Ltd., Associate of CPC Co. Ltd. Sri V.S. Kudva, Managing Director, CPC Co. Ltd. elucidates the scheme

Mr. Srinivas V. Kudva,
Managing Director
of
Canara
Workshops Ltd.
explains the
in-plant scheme



V.S. Kudva – Admired by the Staff & Adored by the Clients

CANARA MOTOR & GENERAL INSURANCE CO. LTD. 1943

In the year 1943 the Govt enacted a rule and passed a order stating that all the vehicles plying on the road are eligible to be covered under comprehensive insurance policy and it was made mandatory. The Govt duly incorporated the rule and enacted the law under the strict provision in the Motor Vehicles Act. It also stipulated that every vehicle plying on the road is liable to be covered with comprehensive insurance. As the Company's own fleet and that of its associates was quite large (numbering over 225 at that time) Mr. Kudva was advised for the formation of a Motor Insurance Company. **"The Canara Motor and General Insurance Co. Ltd."** thus came into existence in accordance and in terms with the Motor Insurance Act in 1943.



The company having no managerial and administrative expenditure as Mr. V.S. Kudva managed it without demanding or accepting any remuneration. He never claimed or paid any agency commission on the business undertaken and drawn from the C.P.C. Co. and its associates. It functioned very well and operated successfully and paid attractive dividends from the very first year of formation itself. However, its subsequent attempts to secure and grant permission from the Govt for covering fire insurance business proved abortive. The competition in canvassing business from the other companies was intense and acute; the risk in covering motor insurance from parties other than the C.P.C. Co. and its associates was great. Thus the business was restricted and the turnover remained marginal. Moreover, the Company Act prohibited and refrained Mr. Kudva from running and operating an insurance business as he was already a Managing Director of two companies at that time. Hence, this insurance concern was handed over to more capable hands that could develop the business effectively due to its wider interests.

CENTRAL KARNATAKA MOTOR SERVICE LTD 1947



In Malabar, a reputed private transport owner approached V.S. Kudva, Managing Director of the C.P.C. Co. As a result of the meeting, he joined the C.P.C. Co. for a combine in the Malabar Dist. He

handed over his bus route services in the year 1946 to be converted into another transport company. Thus the new company Kadachira Motor Service Ltd was formed.

In the Shimoga Dist several individual owners felt the strain of war time conditions and were greatly concerned over the future business prospects. They also approached Mr. V.S. Kudva and his company to acquire their route services. He formed a new company called the **Central Karnataka Motor Services Ltd.** in the year 1947. However, as the Govt wanted that the management should be in the hands of Mysoreans alone, the C.P.C. Co. which then belonged to Madras State had to waive its managerial, administrative and operational interest in these companies in due course.

PRESIDENT KANARA CHAMBER OF COMMERCE & INDUSTRY 1947 - 1950



The Kanara Chamber of Commerce & Industry (K.C.C.I) was established on 20.12.1940. It is a apex body in the coastal region. It is working towards making the Dist congenial for sustained economic and commercial growth. It is also engaged in promoting and protecting the interest of the Traders, Businessmen and Industrialists of the Dist. Overall it promotes free and fair trade practices in the region.



K.C.C.I. Building at Mangalore

It plays a vital role in the promotion and protection of trade, commerce and industry in the districts with a motto '*Empowering Enterprise and Facilitating Growth*'. Our elected representatives of the State and Central Govt also found the Chamber to be most convenient and effective medium through which the economic and commercial development of the Dist is possible. During the 1940 the existing Merchant's Association was converted and renamed as K.C.C. Later the term 'Industry' was added. Late Manel Annappa Nayak served as the Founder President (1941-42) with 100

members on its register. It was a period of II World War and was in the height of Indian Freedom Movement. The period marked scarcity of food, fuel and essential commodities and increase in the prices as well. The K.C.C.I. kept the members informed about the various controls, restrictions imposed by the State/Central Govt in the production and distribution of essential goods and the trader's obligations, rights and risks in dealing with such essential commodities. In the beginning the meetings were held in different trader's premises, later the chamber owned its building at Bunder, Mangalore which was inaugurated on 27.09.1960 by the Hon'ble Late B. Gopala Reddy, Minister for Revenue and Civil Expenditure, Govt of India.

In the year 1947, Mr. V.S. Kudva was elected unanimously as the President of the prestigious Kanara Chamber of Commerce & Industry, Mangalore. In the same year India achieved its independence. The entire business community of Mangalore celebrated this day in a grand manner. It is an organisation comprising of businessmen, traders and industrialists of the Dist as members and is engaged mainly in the economic, commercial and industrial development of the Dist. It acts as a mediator between the respective Govt authorities and the trading, industrial community of the Dist. It also keeps them informed about any changes in Acts, guidelines and rules etc. framed by the Govt and its respective Departments.

During his K.C.C.I. presidential tenure Mr. Kudva strived very hard for the development of trade, commerce and industry in the Dist. He initiated many plans and projects for this purpose. Being at the helm of a transport industry, he evinced personal interest in the development of Roads, National Highways, Mangalore-Hassan Railway Line and construction of Bridges across the Rivers flowing in the coastal Dist. for easy and fast movement of men and materials thereby saving a lot of time and distance.

In the past, strong representations were submitted to the Govt for the supply of hydro-electric power to the Dist and as a result Hon'ble Minister for Public Works in the Madras Govt announced the sanctioning of 6000 k.w. of power to the Dist. The Jog Hydro-electricity supply was linked to Mangalore in Kavour and Kulshekar sub-stations in the year 1956. The Chief Minister of Madras Late P.S. Kumara Swamy Raja who visited the chamber on 27.10.1949 had made a statement, "your organisation stands unique in its being the only chamber of commerce for the entire dist representing the various commercial interests". He further added, "Your chamber exemplified the idea of unity among the persons pursuing the profession of trade".

Mr. Kudva during his tenure also recommended all weather Sea Port for Mangalore for facilitating International trade through imports and exports. Mangalore was an export market for coffee, spices, areca nuts, cashew nuts and roof tiles etc. He also submitted an appeal for an All India Radio (A.I.R) Station for Mangalore as a medium of communication. He also drafted a representation for establishment of an Airport at Bajpe for the fast conveyance and convenience of domestic travel. Mr. Kudva was also instrumental in establishing an Engineering college at Surathkal, Mangalore known as Karnataka Regional Engineering College (now N.I.T.K., Surathkal) to impart technical education for the aspiring students. The foundation stone laying ceremony of the college was held in the year 1960. The A.I.R. Mangalore station commenced its broadcasting service in the year 1976. The Airport was constructed and it was ready for operation in the year 1951. All the Bridge construction was completed within a span of 10-15 years. The construction work of the Mangalore Port was commenced in 18.05.1964 and became fully operational in the year 1974. It was officially inaugurated in January 1975 by the Former Prime Minister of India Late Indira Gandhi.

Mr. Kudva advised and motivated his close friend and the former

Director of the C.P.C. Co Late U. Srinivas Mallya to enter into politics. Later he was elected as the Member of Parliament from Udupi Constituency. During his parliamentary tenure, he initiated personal interest and recommended to the Govt all the projects and proposals forwarded by K.C.C.I. He also ensured that the proposals were approved and accepted by the central Govt and incorporated in the respective 5 year plans. The required allocation and sanction of funds for the projects and release of funds for the construction and completion of the projects was closely and personally followed up by him.

Mr. Kudva also solved many of the problems faced by the traders, businessmen and industrialists community. He also addressed their grievances with regard to the licence, tax, telephone, electricity etc.

The Madras/Mysore Govt responded to the various representations submitted by the K.C.C.I for construction of bridges across the rivers flowing in the coastal region. The Govt considered the proposals and allocated funds in their annual plans. The funds were released and the Govt ensured completion of the respective projects.

Construction of Bridges:

Prior to the Independence, the only connecting Road Bridge to Mangalore was **Panemangalore Bridge** which was constructed across the Netravati River. It was built by the British in 1914 during their regime. The PWD Madras awarded the contract of constructing the bridge to M/s Horsehary Co. Ltd, Shropshire, England. The entire iron and steel equipments was manufactured and supplied by M/s Frodingham Iron & Steel Co., Scunthorpe, North Lincolnshire, U.K. It has completed 100 years of existence.

01. Kulur Bridge: The construction project of the bridge across Gurupura/Phalguni River was undertaken by Indian Highways Department. The foundation stone was laid in August 1950. It was declared open for traffic on 21.09.1952 by Late N.R. Ranga Reddy, Former Minister for Public Works, Madras Govt.

- 02. Pavanje Bridge:** The construction project of the bridge across Nandini River was undertaken by the P.W.D, Madras Govt in 1952. It was declared open for traffic on 28.04.1955 by Late K. Kamaraj, Former Chief Minister of Madras State.
- 03. Mulki Bridge:** Constructed across the Shambhavi River was declared open for traffic during June 1958 by Late H.M. Chennabasappa, Former Minister, PWD & Electricity, Mysore State
- 04. Udyavar Bridge:** The foundation stone for the bridge across the Udyavar River was laid by Late Lal Bahadur Shastri, Former Union Minister for Railways on 28.05.1955. The bridge was declared open for traffic in June 1958 by Late H.M. Chennabasappa, Former Minister, PWD & Electricity, Mysore State
- 05. Kallianpur Bridge:** The foundation stone for the bridge across Suvarna/Swarna River was laid by Late B.D. Jatti, Former Chief Minister of Mysore State in the year 1961. It was declared open for traffic on 23.05.1963 by Late Raj Bahadur, Former Union Minister for Shipping and Transport.
- 06. Maravoor Bridge:** built across the Gurpur River. PWD Mysore awarded construction contract to M/s Naga Bhushan & Co. Contractors and Engineers Vijayawada. It was declared open for traffic in 1964. The bridge facilitated as a shortcut route to Bajpe Airport and saved lot of time and distance.
- 07. Ullal (Netravati) Bridge:** The foundation stone for the bridge across the Netravati River was laid by Former Union Minister for Trade, Commerce & Industry Late Lal Bahadur Shastri on 09.01.1961. It was declared open for traffic by Former Union Minister for State Transport and Civil Aviation Late C.M. Poonacha in 1965. It was supervised by PWD Mysore State. The bridge was a gateway and connecting bridge for Karnataka and Kerala State.

CANARA TYRE & RUBBER WORKS PUBLIC LTD. 1948



In the year 1948, Mr. Kudva established a tyre retreading plant under the trade name “**Canara Tyre & Rubber Works Public Ltd**”. The plant **was first of its kind in the entire Karnataka State.**

With large number of vehicles, maintenance of fleet required good facilities. One among them was the good condition of the tyres of the vehicles to facilitate smooth running of vehicles. Hence he conceived the idea of establishing a Tyre Retreading Co. The plant



was formed and commissioned by Mr. V.S. Kudva himself. All the machinery equipments were imported from the leading manufacturers from U.S.A. Mr. Kudva also trained the workers in this retreading process. Subsequently Dunlop Rubber Co. India Ltd and Firestone Rubber Company assisted the company by deputing their technicians to train the staff of the company. These companies

helped to a great extent by minimising the running cost of the tyres in the fleets and also improved the performance of the vehicles mileage angle.



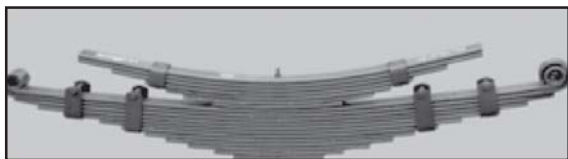
Mr. V.S. Kudva also visualised the plan of manufacturing vehicle tyres and tubes indigenously in this company. After prolonged debate and discussion with the Directors of the company, he had to shelve the project in view of the heavy investments, capital expenditure and space constraints involved in the process.

CANARA SPRINGS 1950



CANARA Springs

The Canara Workshops Ltd is the pioneer in springs steel technology and laminated leaf springs under the popular brand name '**Canara Springs**'. It produced automobile leaf springs for all heavy and light commercial vehicles. Quality, reliability and durability were the hallmark of the company since its inception.



The report of the sub-committee formed and appointed by Govt of India 1949 to

investigate the possibilities of the manufacture of automobile components in India prompted and motivated Mr. V.S. Kudva's inclination and decision to establish and manufacture a very high grade and quality automobile leaf springs at the Canara Workshops itself. Keeping this in view, he embarked on an industrial study tour to U.K., U.S.A. and Germany. During his study and practical training, he conceived the technique of manufacturing automobile leaf springs. On his return, he imported various machineries like conveyor hardening furnace, conveyor tempering furnace and other spring leaf processing machines. But at the same time he felt that the required raw materials of high quality alloy steel is not available in India and the raw material is to be imported from U.S.A. He established contacts with the steel suppliers for import of raw materials. The necessary machinery and equipments were imported, specially trained personnel were employed and Mr. Kudva's dream and ambitious project was accomplished. A fully equipped

metallurgical laboratory to test the quality of the raw materials and conduct research manned by a team of Scientists had been built up. The raw materials were thoroughly tested by microscopic examination and chemical analysis before they were passed for production process. This laboratory formed the important adjunct to the factory and ensured that the high quality of the raw material and manufactured product alike.

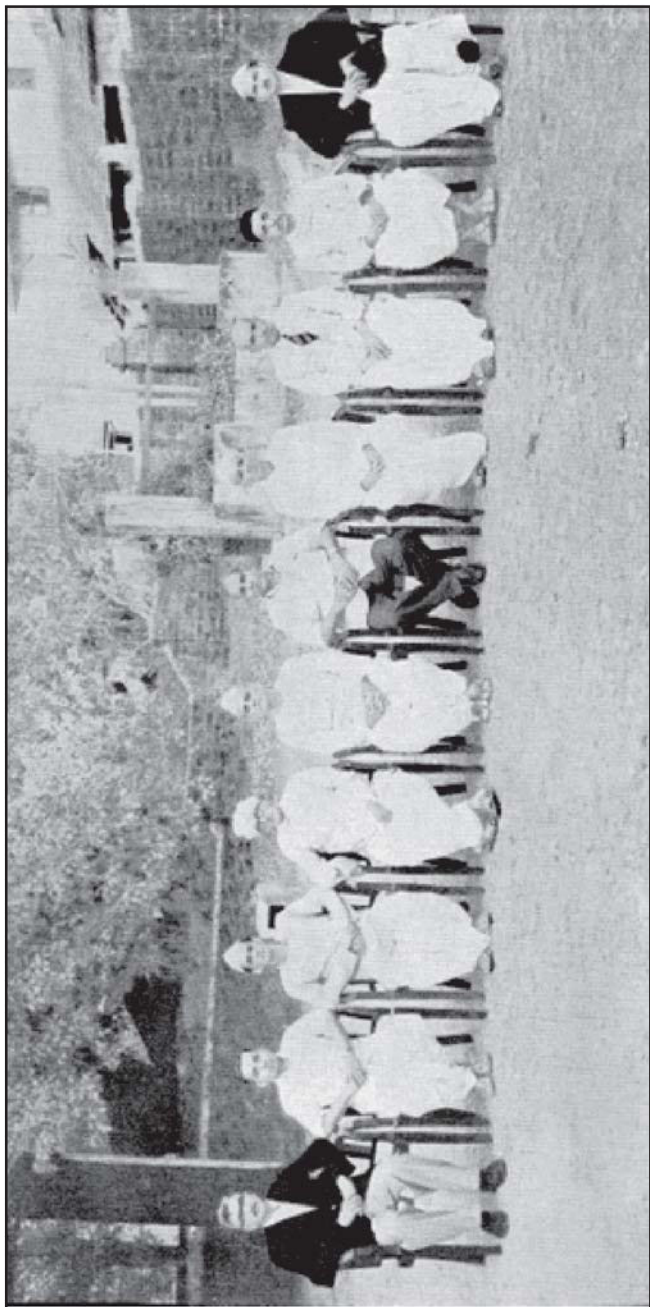
The springs manufactured by the Canara Workshops were subjected to rigorous tests and strict various quality controls measures and inspection procedure by well trained personnel with the use of various quality control instruments and gadgets. They were accepted at first under the trade name of **“Superior”** auto springs. The springs became so popular that they were unable to meet the constant demand for such quality and durability springs. This resulted in an expansion of the factory and escalating the output in the year 1955. In the same year, company commenced manufacture of U-bolts, which were part of the spring assemblies fitted to the vehicle.

The success of the Canara Workshops and the preference of customers for the ‘Superior’ auto springs produced by them is due to the high quality of the raw materials used and the rigorous control of quality by tests applied to ensure that they are equal and will meet the international standard of the imported springs. The latest methods and technology of heat treatment followed by a special shot peening process perfected in the U.S.A. has been adopted by the Canara Workshops to provide the quality and durability springs supported by long and strong life. Thus, for the first time in India, the Canara Workshops installed shot peening equipment in addition to the latest heat treatment equipment, necessary to secure perfection in processing and production.

Mr. Kudva’s ambition to produce springs of a high quality led him to install several machines to test the quality of the springs manufactured. Among the latest equipment acquired for the factory were several important laboratory precision instruments and quality control devices such as hardness testers, precision gauges, load capacity testing equipment, planimeters, shot peening testing

instruments etc. They had installed a continuous conveyor type furnace for hardening and tempering the spring leaves with automatic controls and temperature recorders and the heat treatment was further tested by the Brinell hardness test for which a tester suitable for the mass production had been installed. They also had a fatigue testing machine to check the long life of the springs and a load testing machine to check the capacity of the springs to carry and withstand heavy loads. For effective tests to be made at every stage, a separate Inspection Dept had been formed with the sole purpose of controlling quality at every stage of manufacture so that the finished product may be of uniform standard. These springs with their well recognised high quality were known as '**Canara Springs**' which is now a garage word for quality and durability with a long and strong life in springs. Within a short period, the company earned a reputation of being the best reliable, durable and dependable quality leaf springs in the market due to its emphasis and adherence to quality of the springs manufactured.

Initially, the production capacity of the workshops was 100 tons per month and this was gradually increased to over 200 tons a month. Owing to the non-availability of the raw materials viz., Alloy Spring Steel of the exact type required in India, steel had to be imported from U.S.A. and Japan. With the consistent increase in demand for Canara springs. Simultaneously, the production had also to be increased. With 2 factories, one in Mangalore and the other in Nagpur, the requirement of steel had increased many times, all of which at that time had to be imported. This meant utilisation of a large amount of foreign exchange which in view of the vast current development projects the country could hardly afford. It was also observed that it was not possible to build up an export trade by importing raw material for the product. Because of these considerations, the company conceived the project of manufacturing the raw material, i.e. the appropriate alloy steel, indigenously. The Mangalore factory catered the market needs of Belgaum, Hyderabad, Vijayawada, Bangalore, Madras, Mysore, Cochin and Trivandrum.



A group photograph of the Directors of the company taken on the eve of Mr. V.S. Kudva proceeding abroad on a study tour in 1951.



SERVICE Above Self

CHARTER PRESIDENT ROTARY CLUB OF MANGALORE 1950 - 1953

Rotary International is the world's first and one of the most recognised premier voluntary service organisations founded by Late Paul P. Harris in the year 1905 at Chicago, Illinois, U.S.A. It is embarking on a second century of commitment of service to the society around the world with a motto "Service above Self". The Rotary movement was introduced in India in the year 1919 in Calcutta, in 1929 at Madras and in Bangalore in 1934.

In the year 1949, a company friend of Mr. V.S. Kudva from Madras (Chennai) visited Mangalore on his official visit and he met Mr. Kudva. During the course of their meeting and discussion, he advised, motivated and persuaded Mr. Kudva to form the first Rotary Club in the Dist. Mr. Kudva readily accepted. He subsequently conceived the plan of establishing a Rotary club at Mangalore so that he could recapture some of the friendly spirits among the businessmen, professionals and industrialists of Mangalore city and to enjoy their company.

In this context, Late Sowkar M. Venkatesh Pai organised a meeting at Kanara Club on 19.08.1949. 18 eminent and prominent citizens of Mangalore attended this meeting which resulted in the formation of the Rotary Club of Mangalore. During the meeting, Late J.L.P. Roche Victoria from Tuticorin, member of the Madras Legislature and Rotary Governor spoke about the aims and objectives of the Rotary Movement.

The Rotary Club of Coimbatore with Late Rtn. Nanjundaiah as President and Late Rtn. M.A. Billimoria as Secretary spontaneously consented to sponsor a club in Mangalore. The first meeting of the provisional Rotary Club of Mangalore was held on 1st September 1949 at the C.P.C. Co. Ltd meeting hall at 5:30 p.m. where the

He profits most who serves best

constitution and bylaws of Rotary Club of Mangalore were formed, framed, drafted and adopted.

Rtn. V. S. Kudva was elected unanimously as the Charter President of the club and Late M. Venkatesh Pai was elected as the Charter Secretary. The club was formally inaugurated on 9th December 1949 at Mohini Vilas, G.H.S. Rd, Mangalore (now Hotel Saffron is located) by Rotary Dist Governor Late Rtn. G. Wignaraja. The club was presented its Charter No. 7427 on 7th May 1950 by the District Governor Nominee Late Rtn. Billimoria, secretary of the Rotary club of Coimbatore. Initially the club had a strength of 23 members' on its Roster and most of them were Directors of C.P.C. Co. and Lawyers, Doctors and businessmen. Mr. Kudva served the club very successfully as President for 3 consecutive years. Late M. Venkatesh Pai assisted him ably as the secretary in the weekly meeting deliberations and community service projects.

Later, Late Justice K.S. Hegde was the Secretary of the club. In due course, he was elected as a Member of Parliament and Speaker of Lok Sabha. Subsequently, the club shifted the venue of the meeting to Hotel Moti Mahal, Falnir Rd, Mangalore.

Following were the extract of the Club Roster:

- | | | |
|-----|---|-----------------------|
| 01. | Charter President
(Industrialist) | Late V.S. Kudva |
| 02. | Charter Secretary
(Businessman & Landlord) | Late M. Venkatesh Pai |

Charter Members

- | | | |
|----|----------------------|---------------|
| 03 | Late D.G. Chandrana | (Businessman) |
| 04 | " M.P. Raghunath Pai | (Businessman) |
| 05 | " K.P.J. Prabhu | (Businessman) |
| 06 | " S. Bhandarkar | (Businessman) |
| 07 | " Kasturi Laxman Pai | (Businessman) |

Charter President - Rotary Club of Mangalore

08	“ Dr. K.B. Shetty	(Doctor)
09	“ Dr. U.P. Mallya	(Doctor)
10	“ Umanath Rao	(Auditor)
11	“ U. Ramakrishna Mallya	(Industrialist)
12	“ U. Rama Nayak	(Industrialist)
13	“ P.R.R. Punja	(Industrialist)
14	“ B. Vaikunta Baliga	(Advocate)
15	“ Louis Cyprian (L.C) Pais	(Advocate)
16	“ Cyril Gonsalves	(Advocate)
17	“ K.S. Hegde	(Advocate & Public Prosecutor)
18	“ Sathiavagiswar	(Transport Operator)
19	“ Bennet E. Vas	
20	“ G.R. Pande	
21	“ H. Krishnamurthy	
22	“ M. Sunderam	
23	“ P. Kamalaksha Rao	

Since then, the club has grown to develop into a premier club in the district having successfully completed 65 years of dedicated service to the community. At present the club has more than 100 registered members in its Roster. It has excelled in all avenues of service, namely – Club Service, Vocational Service, Community Service, International Service and Youth Service. The Rotary Club of Mangalore is a part of Rotary District 3180 which comprises of 8 Revenue Districts - Mysore, Kodagu, Hassan, Chikmagalur, Shimoga, Dakshina Kannada, Udupi and Chamarajanagar consisting of nearly 135 Rotary Clubs.

Subsequently the club sponsored R.C. Mangalore North, R.C. Mangalore South, R.C. Mangalore Hillside, R.C. Baikampady Mangalore, R.C. Moodabidri and R.C. Bantwal.

District Governors elected from the club

Late Dr. K.P. Ganeshan (1968 – 69), Late M.D. Adappa (1972 – 73), Late U. Rajaram Mallya (1977 – 78), Rtn. U. Vishwanath Mallya (1995 – 96), Rtn. Surya Prakash Bhat (2003 – 04)

Late T. Ramesh Pai of Manipal was the close friend of Mr. Kudva. In the year 1957, he approached him with a request to sponsor a Rotary Club at Manipal. Happily Mr. Kudva agreed and requested the President of R.C. Mangalore to sponsor the Rotary Club of Udupi-Manipal which was chartered on 26.08.1958. Late Dr. T.M.A. Pai was the Charter President and Late T. Ramesh Pai was the Charter Secretary. Late Dr. T.M.A. Pai was elected as the Dist Governor in 1964-65, Late T. Ramesh Pai in 1970-71, Late V. Chandrashkear (1978-79), Rtn. Dr. Shantharam in 1984-85, and Rtn. Prof. I. Narayana in 2002-03. The club is continuing to serve the society with 70 members in their Roster as on date.

Late T. Ramesh Pai was elected as the Director of Rotary International for the period 1992-93 and is the only Rotarian from the Dist.3180 to achieve this distinction till date.

**CANARA FOREIGN STUDIES LOAN SCHOLARSHIP
AND EDUCATIONAL FUND
25.03.1957**

Mr. V.S. Kudva's contribution to the economic development of the Dist was exemplary. His care and concern for the progress of education was immense. He created and founded a "Canara Foreign Studies Loan Scholarship and Educational Fund" on 25.03.1957 under the Societies Registration Act 1860 exclusively for the benefit of the poor meritorious students by awarding them interest free repayable/refundable scholarships to pursue their professional course studies. Many of the poor students were benefitted by this fund.

A lifelong impulse in technical education had marked out Mr. Kudva and in trying to help the people of his own District to proceed abroad for pursuing their higher studies. He had shown both judgement and skill in framing a scheme of assistance. He had realised quite promptly that the need for many competent trained personnel to staff the higher branches of industry demands a careful plan for scholarships. But he had also upheld the idea of self-help and the only condition he had imposed was that the scholar after training should contribute in some way or any other manner for the Indian industrial advancement/development after their successful completion of studies and return to India.

He was the Member of the Governing Council of the Karnataka Regional Engineering College (now N.I.T.K.) at Surathkal, Mangalore. Hence, he had naturally approved the scheme of scholarship for Engineering and Technology. But he had also retained an interest in general education and as President of the Academy of General Education which managed an Arts and Commerce College in addition to Professional Institutions. He had contributed to a great extent to keep the South Kanara in the lead in the education field.

By creating an Endowment to sustain promising and aspiring

A man with Admirable Qualities of Heart & Mind

students who intend to proceed abroad, Mr. Kudva had made it clear that the Canara Workshops by its own success is ready and able to help the deserving young students who would satisfy certain terms and conditions like health, conduct and character.

The Loan Scholarship scheme was in its way a novelty, but it was meant to help those eligible and willing to qualify themselves further in specified directions. The scheme was meant for technologists who had undergone overseas training.

In the year 1963, the foundation donated a library block to Vijaya College, Mulki at the cost of Rs. 25,000 in fond memory of Late V.S. Kamath, former Managing Director of the C.P.C. Co.

Establishing a Engineering College in the Dist was his long cherished dream owing to the absence of any engineering college in the Dist during that time. The students aspiring for engineering studies had to enrol themselves in the engineering college located in the major cities at a very long distance. He also played a key role for establishing Karnataka Regional Engineering College (K.R.E.C.) at Surathkal which was established in the year 1960. Initially it was affiliated to Mysore University and it was elevated to the status of Deemed University in 2002. It was renamed as National Institute of Technology Karnataka (N.I.T.K.), Surathkal.

He served as the member of the Governing Council of the college 1960-67 and the all the automobile and mechanical engineering students used to visit Canara Workshops for their practical training and for preparing their project reports.

In the year 1971, in supersession of this fund, Mr. Sanjiv Kudva, son of Late V.S. Kudva established a new fund with few modifications and renamed it as 'Canara Foundation' which awarded free scholarships to the students on non-refundable basis. Other terms and norms of that fund remained unchanged.

Mr. Sanjiv Kudva passed away in the year 1986 and his younger brother Rtn. Er. Srinivas V. Kudva is officiating as President of the Foundation till date.

**PRESIDENT
ACADEMY OF GENERAL EDUCATION
MANIPAL
1960**

Mr. V.S. Kudva was appointed as President of the Academy of General Education, Manipal for a short term. During that period academy was managing only M.G.M. College Udupi (1949).

Subsequently, Udupi Law College (now Vaikunta Baliga Law College) (1957), Sri Bhuvanendra College, Karkala (1960), Bhandarkars College, Kundapur (1963), Vijaya College, Mulki (1963), Sri. J.C.B.M. College, Sringeri (1965) and Sri Mahaveera College, Moodabidri (1965) were included. This prompted and motivated Mr. V.S. Kudva to conceive a plan of establishing a college at his native place Mulki where students were deprived of their legitimate college education. He donated his ancestral family land to the extent of 3.5 acres for the construction of a college building and 1.5 acre of land for construction of a ladies hostel.



**DONATION OF ANCESTRAL FAMILY LAND - 1961
ARCHITECT OF VIJAYA COLLEGE, MULKI
1963**

Mulki, a very famous town lying in the middle of Mangalore-Udupi Highway is located on the banks of the river Shambhavi flowing and joining Arabian Sea. It was an important ancient town in the D.K. Dist. well known for temples, trade and commerce. Although it was a small town and not even a Taluk Head Quarters, but it had large trade connections with Goa, Kerala and gulf countries since times immemorial. However, the leaders and people of Mulki town felt the need for a college since the students of Mulki were deprived of the degree college education facility owing to the absence of college in their town. The aspiring students who preferred to pursue their college education had to travel a very long distance either to Udupi or Mangalore spending their valuable time and money.

In view of this, a fund raising committee was formed. Late V.S. Kudva was elected as the President, Late Dr. Rayappa Kamath – Medical Practitioner, Late Dr. Shama Shetty – Medical Practitioner, Late Dr. M.R. Shetty – Medical Practitioner, Late P.S. Mundkur – Social Worker, Late U. Krishna Rao - Document Writer and Former Managing Trustee of Venkatramana Temple, Late M.R.H. Punja – Landlord and Late K.V. Shenoy Former Head Master of Govt High School Mulki were elected as executive committee members.

Late V.S. Kudva evinced keen, immense interest and enthusiasm for the establishment of a college in his native place and as a part of his contribution in the field of education donated generously his ancestral agricultural land measuring 3.5 acres for the main college building and the ancestral house and land measuring about 1 acre for the construction of the college ladies hostel building. He also sanctioned Rs. 25,000 from the Foundation for the library block of

ARCHITECT OF VIJAYA COLLEGE, MULKI



**Vijaya College Building, Mulki
1963**



**Library Block named after Late V.S. Kamath
1966**

A man of self help and self reliance

the college which is to be named after the Former Managing Director of C.P.C. Co. Ltd and in fond memory of his father-in-law Late V.S. Kamath and also with the donations raised from the very prominent people like Late Dr. Rayappa Kamath, Late Devdas V. Kamath, Late P.S. Mundkur and Late Krishna Rao (Document Writer) and Late S.N. Moodabidri from Bombay. Late Dr. K.B. Ramakrishna Rao was the founder principal of the college from 16.06.1963 – 08.06.1965 and the Kannada Lecturer Late R.L. Anantharamaiah served as a honorary librarian from 1963-64.

The centuries old mud walled Bunder Godown building situated in the Basadi Kotekeri Road and located at the banks of river Shambhavi was converted into a college premises and housed the office, classrooms, laboratory, library and staff rooms. The college was inaugurated by Late V.S. Kudva on 11.07.1963. Late Dr. T.M.A. Pai, President of Academy of General Education Manipal was the chief guest and Taluk Board President Late Rajiv Bhandary presided over the function. The function was held at Sudhindra Theertha Hall, Mulki. The Founder Principal of the College Late Dr. K.B. Ramakrishna Rao delivered the welcome address. Initially the college had a strength of 206 students and the college was affiliated to Mysore University.

Foundation stone laying ceremony for the new college building was laid by Late V.S. Kudva on 27.10.1963 and the new building was inaugurated by Late U. Krishna Rao, a Document Writer and Former Managing Trustee of Venkatramam Temple, Mulki on 01.11.1966. During this time, the college student's strength increased to about 500. In the meantime, unfortunately V.S. Kudva passed away on 30.06.1967 and missed the further progress and development of the college. At present the college is affiliated to Mangalore University.

Foundation stone laying ceremony for the Ladies Hostel was held on 14.10.1967. It was laid by the Former Vice-President of India

Late V.V. Giri. It was declared open by Late Dharmaveer, Former Governor of Karnataka on 14.10.1970. At present the Ladies hostel, Principal's quarters and working women hostel is functioning in that premises.

The foundation stone laying ceremony for the administrative block and the new auditorium block was held on 01.11.1966 by Padmabhushan Late Dr. T.M.A. Pai, Former President of Academy of General Education Manipal. The building was inaugurated by Late S.N. Moodabidri from Bombay, a great donor of the college on 06.03.1969. Padmabhushan Late Dr. Shivaram Karanth presided over the function.

The library block donated by V.S. Kudva in fond memory of Former Managing Director of C.P.C. Co. and his father-in-law Late V.S. Kamath was inaugurated by Late A.L.N. Rao, Vice-President of Academy of General Education Manipal on 04.02.1966. It was named after Late V.S. Kamath.

In the year 1966 the college acquired a plot of 1 acre land across the college for the construction of new library block. The foundation stone was laid by Late T.A. Pai, Former Chairman of L.I.C. of India on 17.03.1972 and it was declared open and blessed by Sri Vishvatheertha Swamiji of Pejawar Mutt Udupi on 03.10.1973. It was built at a cost of Rs. 3.56 lakhs and it is named after Late V.S. Kamath, Former Managing Director of C.P.C. Co. and in fond memory of father-in-law of Late V.S. Kudva.

The foundation stone laying ceremony for the new V.S. Kudva science block was held on 03.02.1986 by Late T. Ramesh Pai, Former Registrar of Academy of General Education, Manipal. The college celebrated its silver jubilee in the year 1987. The Science block was declared open by Late Ramakrishna Hegde, Former Chief Minister of Karnataka on 22.04.1988. Managing Director of Canara Workshops Ltd and President of Canara Foundation Late V.S.



V.S. Kudva Memorial Science Block at Vijaya College Mulki 1988

Kudva's son **Mr. Srinivas V. Kudva** donated very liberally **Rs. 5 lakhs** in fond memory of his father Late V.S. Kudva for this noble cause.

The college successfully celebrated its golden jubilee in the year 2014. A grand and colourful function was organised to commemorate this memorable event. At present the college campus is spread across a sprawling area of 12 acres of land and it is imparting Pre-University and Bachelor Degree education with a total strength of about 1600 students. At present Prof. K.R. Shankar is serving as the Principal of the college. Mrs. Pameeda Begham is serving as the Principal of the P.U. College.

The Management of Academy of General Education Manipal, the Principal, Staff and students of the college, the alumni of the college and the people of Mulki are indebted to Late V.S. Kudva for extending his noble gesture and generosity in establishing Vijaya college.

VIDARBA AUTO SPRINGS AND ANCILLARIES NAGPUR 03.06.1961



**Swaran Singh
1907-1994**

The Vidarba Auto Springs and Ancillaries Industry at Nagpur was inaugurated by Late Sardar Swaran Singh, Former Union Minister for Steel, Mines and Fuel on 03.06.1961.

The opening of the Nagpur factory of Canara Workshops is the climax to a career that began two decades ago, but moved on uninterruptedly, as shown by Canara Workshops' record to-date.

Contributing in no small way to the country's self-sufficiency in leaf springs for automobiles is only a part of Canara Workshops achievements. Apart from making products to a standard, and not to a price, Canara Workshops had embarked on manufacture of its raw materials for their springs. This was meant savings of large valuable foreign exchange and to avoid problems in maintaining production.

In order to cater to the North India's automobile leaf spring's demand and market, the Canara Workshops ventured into a springs manufacturing unit in the North. The choice of Nagpur, rather remote from Mangalore, was determined by the demand the Canara Workshops enjoyed in North India. There were thousands of customers in North India who could be best served from a central point like Nagpur, the communications hub of the country.

The Canara workshops did not mean to rest on its own. Its quality products were well known abroad too and an export market is being built up, because, the transport operators in and beyond India knew the value and worth of Canara Springs. When an export trade supplements internal trade, The Canara Workshops will be more than ever be on the industrial map of India.

In planning their development programme the Canara Workshops

A crusader, stalwart and a campaigner

took note of the fact that the location of their second factory to cope with the consistent demand for springs should be a more centrally located place, so that clients all over the country could be served more quickly and efficiently through an effective production and distribution system. The choice of Nagpur was a wise decision, since Nagpur is the converging centre for all traffic, road, rail and air. All trunk roads from North to South and East to West pass through Nagpur; for the Railways also, Nagpur is the junction through which trains pass to different destinations. From Nagpur, any city, Delhi, Calcutta, Bombay or Madras can be reached in 1½ days by road or rail. Thus through an effective distribution system the clients could get their supplies within 2 days. Springs being one of the vital parts of a motor vehicle, the speed with which it can be replaced counts. Otherwise, the vehicle would remain in the garage indefinitely awaiting replacement, losing revenue and destroying efficiency. The alloy steel plant at Mangalore would supply the raw materials required for both the factories. With the gradual increase in the production and the improvement in quality that was being achieved it was expected that the Canara Workshops would soon become the principal manufacturers and suppliers of quality automobile leaf springs in India. Initially, the plant was operated successfully till the year 1966. This factory catered to the market needs of regions like Srinagar, Simla, Delhi, Gwalior, Lucknow, Allahabad, Patna, Calcutta, Vishakhapatnam, Poona, Bombay, Ahmadabad and Jaipur. The Mangalore factory catered to the market needs of regions like Belgaum, Hyderabad, Vijayawada, Bangalore, Madras, Mysore, Cochin and Trivandrum.

Despite the above progression, the company found it is not viable and feasible to operate the plant due to the non-availability of skilled labour and felt that it is nonviable and unfeasible to continue the production. Circumstances being such, a decision was taken to discontinue the operations at Nagpur and shift the machinery to the Mangalore plant. Accordingly, the plant was decommissioned and the machinery and equipments was shifted to Mangalore factory in 1966-67.

**EXTRACTS FROM THE SPEECH DELIVERED
BY LATE LAL BAHADUR SHASTRI
FORMER PRIME MINISTER, GOVT. OF INDIA**

On 10.01.1961

**On the occasion of Foundation Stone Laying Ceremony
Canara Alloy Steel Plant, Mangalore**



**Lal Bahadur
Shastri
1904 - 1966**

".... I am glad to be here this morning, as it reminds me of my last visit to this place when I had laid the foundation stone of the Canara Workshops Ltd., I am indeed glad to see the great developments that have taken place in this factory and as you have heard that their production has increased fourfolds it is creditable to Sri Kudva and his other colleagues that they could have made considerable expansion within

a period of about 4 to 5 years. Not only they have set up this factory here but they have already set up a factory at Nagpur and it is about to start production. While Nagpur is a more attractive place than Mangalore from the business point of view, I do hope that Sri Kudva will not ignore the interests of Mangalore and continue to work here and extend the workshops more and more.

"Recently it has been decided that the Government of India will set up a big alloy steel plant during the third five year plan. Yet that one plant, I am sure, is not going to meet our requirements; because these special steels are of different varieties; and it was therefore decided by the Government of India that we will allow private sectors also to enter into the field for manufacture of special steel and therefore I am happy that Sri Kudva is setting up his factory in order to meet the requirements of the products of his own factory without depending on imports. At present for the special steels we have mostly to depend on imports...

"The shortage of special type of steels has led to continued import of the special steels and we are dependent on foreign countries. It is therefore absolutely essential that our country should produce enough quantity of alloy steel or special steels....

"I am glad that Sri Kudva is also thinking in terms of exporting their products. Exports, needless to say, are absolutely essential and vital for the country.

I have even suggested and I am glad to suggest to Sri Kudva also that every industry should make it a point to export at least 25% of their production. It should be which I don't want to make a rule...

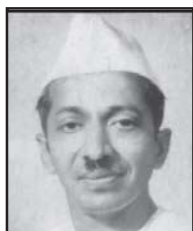
"I am also glad to note that Canara Workshops have taken special measure to produce quality goods and to lay emphasis on producing the best quality goods; but generally we have not taken enough attention about the quality of goods produced in our country in different industries and we have so much suffered on that account. There is an export market for our goods; but once we export our goods and if they do not conform to the standards, there our market is affected and we are not able to continue our exports. It was not so in every case. But it has been so in some cases; actually in some cases it has so happened. What the importer wants or the purchaser of the foreign country wants is quality goods, competitive prices and delivery in time. These are three important factors which will help in stepping up our exports if we conform to them...

"I must congratulate Sri Kudva, his son and his other colleagues for their enterprise and for the good work they have done."

P.S.: Excerpts from "Canara's Contribution to National Development - a brochure dtd 03.06.1961 published by Canara Workshops Ltd."

**EXTRACTS FROM THE SPEECH DELIVERED
BY LATE BASAPPA DANAPPA JATTI
FORMER CHIEF MINISTER OF MYSORE
ON 10.01.1961**

**On the occasion of Foundation Stone Laying Ceremony
Canara Alloy Steel Plant, Mangalore**



B.D. Jatti
1912 - 2002

“I am happy to be associated with the commissioning of the erection of Canara Alloy Steel Furnace and Rolling capacity. When it goes into production, we will have a fully integrated capacity to produce automobile springs in the industrial picture of Mysore. You have already heard from Sri S.V. Kudva about their programme and aspirations. What we have to derive from their endeavour is the planning and perseverance that has been put into this project

to develop a set up, that will stand economic stresses, and be of service to the nation. I believe this set up is unique in that it proposes to have its own rolled steel section to produce and assemble leaf springs. The pioneering efforts of the Kudva family are too well known to be casually mentioned. Canara Workshops had humble beginnings as a small centre of automobile. Since then it has made great strides and is setting up a number of industries in the pattern of a pyramid structure, starting with automobile servicing to produce parts of automobiles as ancillary to large scale manufactures...

“It is true that Sri Kudva and his family are fulfilling a purpose in their own way. It is also true that the country is marching forward to produce many of the things, which are required. But the frustration of effort, which run counter to these plans for the production of plenty particularly in the form of bottlenecks of transport, should be omitted, so that these industrial activities may go at full speed...

“Before I close, I must mention that the pioneering spirit of people like Sri Kudva and his family alone set up a process that develops backward localities...”

P.S.: Excerpts from “Canara’s Contribution to National Development - a brochure dtd 03.06.1961 published by Canara Workshops Ltd.”

**EXTRACTS FROM THE SPEECH DELIVERED BY
LATE V.S. KUDVA**

ON 10.01.1961

**On the occasion of Foundation Stone Laying Ceremony
Canara Alloy Steel Plant, Mangalore**



V.S. Kudva
1899 - 1967

“I crave the indulgence of you all to submit a point of explanation in respect of an important matter raised by Hon’ble Shri Lal Bahadur Shastri.

“When I programmed to go to South-East Asia to investigate an export market for our springs, I was warned by several friends who had contacts with that area that if I approached any dealers there, I would be simply abused and sent out of their office.

They said that in the past, India had exported springs of such bad quality that they hated the very products that came from India. It was a fact that the past exports from India were bad, because previous to our manufacture of springs, most of the spring manufacturers were manufacturing springs from ordinary mild steel flats without heat treatment, as mild steel cannot be heat treated; that means that product that was manufactured had a mere shape of a spring and had no quality of a spring at all.

“But as I wanted to make a personal study of these markets and understand the trading community there, I went to Rangoon, Singapore and Colombo. I was greatly surprised to find the situation a little bit different. They were abusing Indian made springs all right. But regarding us their attitude was different. Our reputation as manufacturers of quality springs had already reached them. They know about us; they had heard about us as being one factory that produced quality springs. That will show that we are putting our heart and soul to produce the best quality of springs. That also shows that a well earned reputation travels beyond the country’s frontiers.

“we are supplying and in some months we have supplied, 50% of our production as original equipment to automobile manufactures. During the current year we have supplied 33 ½ % of our production

as original equipment.

“Original equipment is not an easy market. The manufacturers submit the product to stringent tests and if the product does not stand the tests, the automobile manufacturers simply reject the product and we undertake to take back what they reject at our cost, even paying for transport to and fro. The result is that we put a greater pressure on the works to maintain the quality. Every automobile manufacturer is coming to us and putting pressure on us to supply more and more springs and we are in such an embarrassing position that we find it difficult to meet the replacement market though that is more attractive market with better prices and no inspection.

“I wish to bring to the attention of Hon’ble Minister an additional fact to confirm our desire to maintain and improve the quality of our springs. We are developing a very substantial laboratory to inspect our raw materials and to control the quality of the product. Probably, among spring manufacturers in India, we are the only people who have given attention to develop a laboratory and I sincerely thank the Ministry of Commerce & Industry for giving us though in a limited manner import licences for equipments. We have already invested one and a half lakh of rupees on the laboratory. Only this year we have been granted import licenses for laboratory equipments to a CIF value of over Rs. 65,000 which means a landed cost of over a lakh of rupees.

“We are trying our level best to maintain and improve the quality of the springs and for export prices we are working out prices on a net cost basis. But the Japanese competition is so keen that even our net cost prices cannot compete with their prices and we are now giving our attention to reduce our export prices still further to export them at a loss and make up the loss from the profit we may have in our sales in the replacement market.

“I may also state we are supporting members of the Indian Standards Institution (I.S.I.) and take an active part in framing standards for our products”.

P.S.: Excerpts from “Canara’s Contribution to National Development - a brochure dtd 03.06.1961 published by Canara Workshops Ltd.”

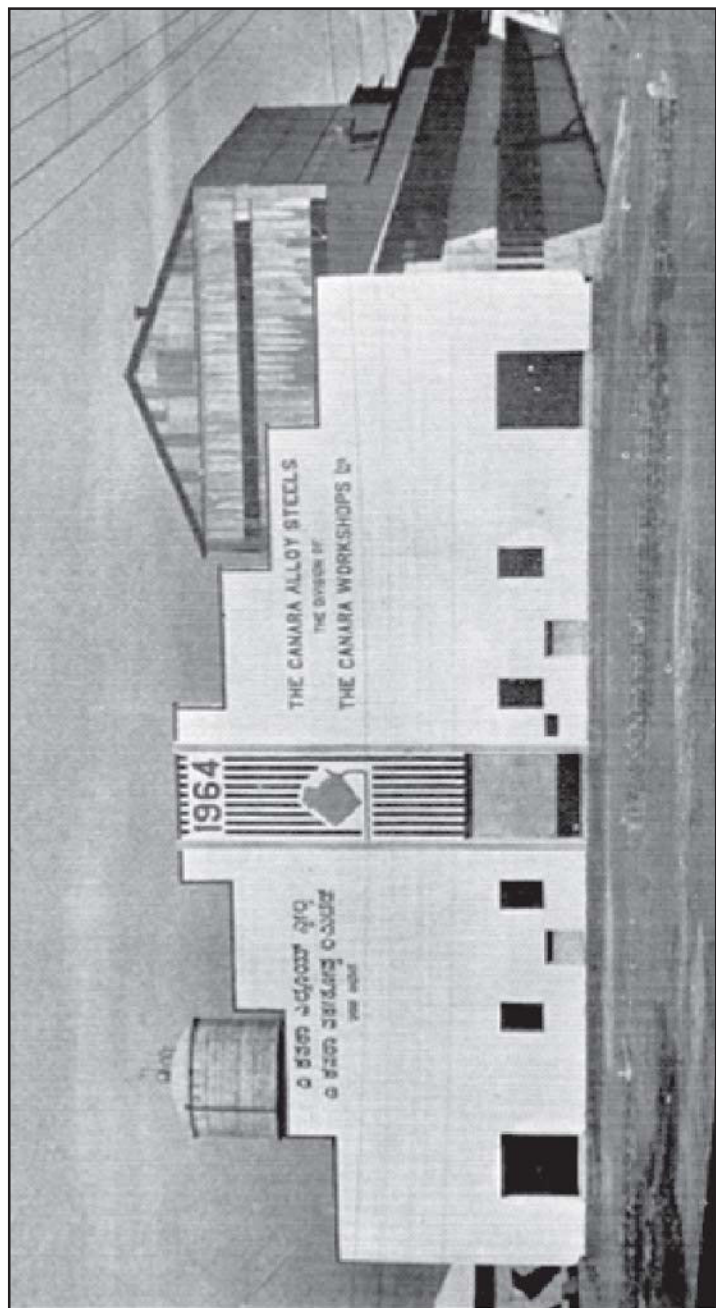
CANARA ALLOY STEEL PLANT 1962-64

The Canara Springs dominated the automobile leaf springs market throughout India, owing to this, there was a consistent demand for the springs by virtue of its good quality, reliability and durability. It also enjoyed the confidence and goodwill from the clients.

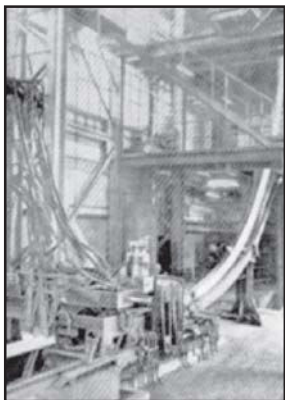
By virtue of this there was a constant increase in the sales of Canara Springs. Simultaneously the requirement of steel as a raw material had increased substantially, resulting in huge outflow of scarce and valuable foreign exchange. The company therefore opted for backward integration to manufacture alloy steel in Mangalore. Meantime, Mr. Srinivas V. Kudva, S/o Mr. V.S. Kudva, had returned from U.S.A armed with a Masters degree in Metallurgical Engineering and practical training. He joined the company as its Managing Director. He proposed a innovative concept of establishing a mini steel plant with a continuous casting machine and a rolling mill at Mangalore. It may be noted that at this time the world production of steel through the continuous casting method was only 5% while the rest of the world was using the conventional ingot casting technology. The company however initiated a very risky proposal and included this new concept and ventured in this project.

The manufacture of steel is a giant project and requires regular supply of coal and the availability of 'iron ore' at a short distance. Hence, this is left to the public sector to develop and join in collaboration with the foreign Govt's. But the manufacture of Alloy Steel of the type required for manufacturing springs could be developed as a small scale industry. Recent advances in metallurgical technology have made it possible the manufacture of alloy steel on a much smaller scale than it was considered possible in the past.

The usual process of casting of large ingots and rolling them on



The Canara Alloy Steel Plant Factory, Mangalore - 1964



**Continuous Casting
Process**

huge ingot rolling mills has been replaced by the new continuous casting process, so that the establishment of this factory did not entail heavy capital expenditure, investment and appropriation of large amounts of foreign exchange. The location of the factory at Mangalore was made possible by the availability of cheap electric power from Mysore State's hydro-electric generating plant. Scrap required for the manufacture of Alloy Steel was expected to be easily available as India had scrap

which was exported to acquire as finished products at a much higher price. The other alloys required, namely, ferro-manganese and ferro-silicon are produced in the country and are expected to ensure self-sufficiency. The only item for which foreign exchange is required is for import of capital plant and equipment and some essential raw materials still unavailable indigenously. These may not cost very much.

The proposals of the Canara Workshops for establishing an Alloy Steel Plant as a separate unit was placed before the Govt of India in 1958 which was deferred by the Govt. Reacting to this, Mr. Kudva staged a protest by going on a hunger strike agitation in front of the parliament, New Delhi to secure a licence for import of machinery for their proposed steel plant. The Govt responded, relented and approved the scheme by issuing a licence for the alloy steel plant. The licence for the import of one 5 ton arc furnace, a continuous Casting Plant and a hot rolling mill with equipments costing about Rs. 32 lakhs was issued. It was kindly granted by the Govt under the D.L.F. loan No. 40 which the Govt of India had entered into agreement with the Govt of the U.S.A. This plant was the first of its kind in the whole of Asia.



Lal Bahadur Shastri
1904-1966

The foundation stone laying ceremony of the building was held on 10.01.1961. It was laid by Late Lal Bahadur Shastri, Former Union Minister for Commerce & Trade. The building to house this factory was 110 feet wide and 450 feet long, and was estimated to cost Rs. 10 lakhs. Plans were well ahead to ensure that the factory would go into commercial production by the end of 1962. The factory planned to produce 5,000 tons in the first year, 7,500 tons in the second year and 9,500 tons in the third and subsequent years. The establishment of this factory, though entailing initial expenditure of Rs. 30 lakhs in foreign exchange, would progressively save foreign exchange to the extent of Rs. 80 lakhs a year, which would otherwise be expended for the import of Alloy Steel from abroad. This involves saving of expenditure on foreign exchange, but the factory, when in full production, would be able to find a ready market for its springs which had already earned a reputation in S.E. Asian countries. Hence, the expansion would be a source of earning of valuable foreign exchange.

The first ton of molten spring steel was cast on 26.01.1965 - another milestone and a date of great significance. The company's risk in venturing for the new continuous casting technology paid off in the form of high quality spring steel. This technology pioneered in India by the company had become an integral part of most steel plants in India. At that time, there were only about a dozen steel plants manufacturing spring steel. Canara spring was the only plant in India with this captive steel plant facility, manufacturing the spring steel required for production of springs.

With the installation and commissioning of the alloy steel plant and having reached an unbeatable position of providing required raw material for the manufacture of leaf springs, the company consolidated its position in the 70's and 80's.

LETTER BY LATE MOLAHALLI SHIVA RAO



Molahalli Shiva Rao
1880-1967

My Dear Sri Vaman Kudva,

I am much obliged for your kind letter of the 24th inst. requesting a note about my esteemed friend, the Late V.S. Kamath, the renowned builder of the C.P.C. Co., and about the company itself for publication in the commemoration Brochure to be issued at the celebration of the Golden

Jubilee of the Company on 17th May next.

I am indeed glad for the opportunity given to me to recall from the dead past, a happy and bright period of my life when I had the good fortune of making his acquaintance, winning his friendship and associating with him to some extent, to the early days when he took over the infant company struggling then for life and survival. Srinivas Kamath was a pillar of strength to me as a stalwart worker in the field of the Co-operative Movement inaugurated in the South Kanara District in 1909. He did yeomen service and much pioneering work in those days. It was this which cemented our friendship into a close brotherhood. Thus bound together, I gave a helping hand in the epoch-making general body meeting of the company which led to a change in the Managing Agency of the company placing it in the capable stewardship of my friend Kamath. He laboured hard without rest or respite and as a result the company grew steadily from strength to strength expanding and developing in all directions. I was a close observer throughout until a cruel Fate snatched him from us.

With a marvellous and providential foresight he had procured and trained a worthy successor in you and no wonder the Company is today, I am proud to say, one of the best in our country.

Letter by Late Molahalli Shiva Rao

I am stepping into my 86th year in coming June and so with a fast-fading memory, weak in mind and expression, I am unable to say more on this happy occasion.

With a tribute of love and regards to my dearest departed friend and with best wishes for the continued prosperity of the Company in the years to come.

Madras

26.04.1965

Yours sincerely,

Sd/- Molahalli Shiva Rao



**GOLDEN JUBILEE CELEBRATIONS
C.P.C. CO. LTD
17.05.1965**

17.05.1965 is a Red Letter Day in the history of C.P.C. Co. Ltd. It is a day of jubilation and celebrations. It had crossed a milestone by accomplishing 50 years of successful operations in service of tourist and transport industry. A befitting function was organised to commemorate this proud occasion. The great memorable event was held at Town Hall, Mangalore.

Former Union Minister for Transport & Communications Late S.K. Patil inaugurated the golden jubilee celebrations. Late Vaikunta Baliga, Former Director of C.P.C. Co. and Speaker of Mysore State Legislative Assembly and Late Nagappa Alva, Former Mysore State Health Minister were the guests of honour on that auspicious occasion.

Late S.K. Patil in his inaugural address lauded the sincere efforts of Mr. V.S. Kudva who was the Architect of C.P.C. Co. and the Canara Workshops Ltd and complimented his achievements in the field of automobile industry.

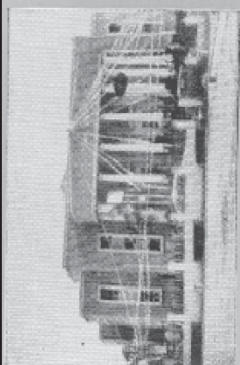
Late Nagappa Alva released the Brochure published in commemoration of the Golden Jubilee Year duly recording the past history of the company, memories and achievements and illuminating the company's future plans and projects.

On that occasion, a portrait of Former Managing Director of C.P.C. Co. Late V.S. Kamath was unveiled. Mr. V.S. Kudva delivered a very comprehensive welcome address revealing the company's profile, ups and downs, problems faced by the company and success achieved by the company during the past 50 years. He also paid rich tributes to Late V.S. Kamath, Former Managing Director of C.P.C. Co. who was a pillar of strength and worked very sincerely for the growth of the company.

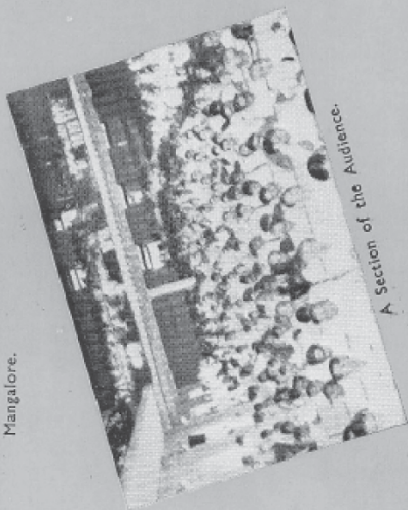
Mr. Kudva's welcome address is reproduced in the Page No. 143.

C. P. C. CO. LTD., GOLDEN JUBILEE CELEBRATIONS

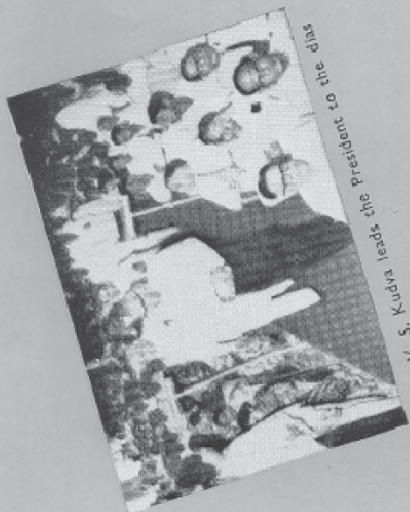
17 MAY 1965



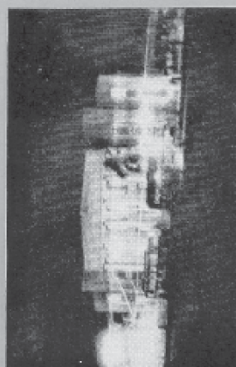
Front view of Town Hall,
Mangalore.



A Section of the Audience.

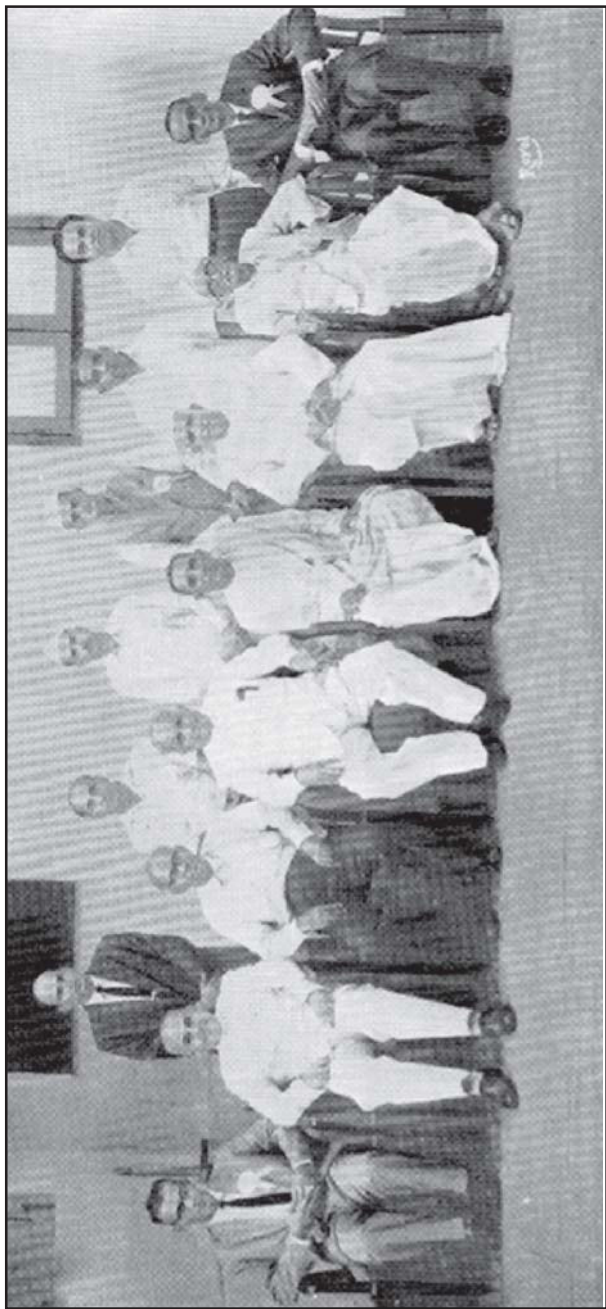


Mr. V. S. Kudva leads the
President to the dais



Town Hall Illuminated.

*Photo taken on the occasion of the Golden Jubilee Celebrations of C.P.C. Co.
Directors of the Company with Sri S.K. Patil, President of the Celebrations*



SITTING (L to R):- Late K.P.J. Prabhu, Late Dr. Nagappa Alva, Late V.S. Kudva, Late S.K. Patil, Late U.S. Malliya, Late B. Vaikunta Baliga, Late Laxminarayana Kamath, Late A. Damodar Pai

STANDING (L to R):- Late P.R. Malliya, Late H. Visweswaraya, Late U. Rama Nayak, Late M. Gopalakrishna Kamath, Late D. Puttaswamy, Late Sanjiv Kudva

**WELCOME ADDRESS BY LATE V.S. KUDVA
AT THE GOLDEN JUBILEE CELEBRATIONS OF
C.P.C. CO. LTD
17.05.1965**



**V.S. Kudva
1899-1967**

Our most respected leader Shri Patil, Speaker of the Assembly Shri Baliga, Health Minister Dr. Alva, Ladies and Gentlemen.

We, the Directors, the staff and the shareholders of the Canara Public Conveyance Co. Ltd. have been waiting all these 50 years for this most happy moment to celebrate this great event. We are particularly happy and fortunate to have with us to preside over this function Hon'ble Sri S.K. Patil (Union Minister for Transport & Communications).

Sri S.K. Patil was known to us since a very long time though he does not belong to this District or to our State. He was known as a freedom fighter. After independence he was known for his capacity to organise and build up the Congress Party in Bombay as a powerful and popular organisation. We know that the hold the congress had on the people there was due to his intensive and effective work. His addresses to the people were very illuminating and convincing. No wonder, he achieved great reputation as the most successful fighter in elections.

As a party theoretician, he had a more practical outlook than anyone else and it was a matter of wonder and disappointment to observe for a long time that he did not come into the Govt as a Minister. Therefore, when he became a minister, the country and all of us felt highly gratified and satisfied. We can now recollect with well merited

A man of Vision, Mission & Passion

appreciation, that though he had to handle the most difficult portfolio of food, he did ample justice to it and so long as he was there, the problem did not develop as intensely as it subsequently did and he did not allow himself and the Central Govt to be stampeded into a scare, which, so far as we could judge from the subsequent events seems to be the main reason for the present day debacle. When the call of the Congress Party came to him under Kamaraj plan he willingly submitted, yielded his post of power and worked again powerfully for the party organisation. His outspoken candour, his capacity to pinpoint the weaknesses and his ability to overcome the difficulties very soon made him indispensable to the Govt. We thus have him as the Railway Minister and his latest budget shows the mettle he is made of. We know he is taking upon himself this new responsibility with a great sense of duty as, because of his great capacity, the people expect from him much more than from anybody else. He is also not new to the Transport Industry. He had been associated with it since very early times. He was for some time President of the all India Motor Union Congress, an organisation of the transport industry of the country. On the subject of nationalisation of transport he has a discriminative approach. It is our privilege to welcome him here.

And we have with us the Hon'ble Shri B. Vaikunta Baliga. With his elevation as a Speaker of the Assembly he now belongs to the entire State outside the Party arena. His conduct of the assembly proceedings has been outstanding and appreciated by both treasury benches and non-treasury benches though on several occasions he had to make some hard decisions about individual behaviour in the Assembly.

As a Minister in the previous assembly he had taken every opportunity to design, plan and get executed many welfare and developmental schemes of the Dist. We were afraid that

as a Speaker we have lost his services for the Dist in these fields. But Shri Baliga can hardly remain away from these projects. We can with pride say that there is no welfare or developmental scheme, whether it be education or industries, irrigation or fisheries, where his hand cannot be traced giving an effective push towards progress. We have a particular claim on him. He was the Chairman of the Company for nearly 6 years. It is therefore with great pride we welcome him.

Hon'ble Dr. Nagappa Alva is well known to the Dist as its leader and now to the whole State as the Health Minister in the Govt of Mysore State. His relation with the people of the Dist is of mutual affection. His has been a life of service and sacrifice. Under him several Dist health schemes are heading towards progress. With great affection and regard we welcome him.

To all those who have assembled here responding to our invitation we offer our whole hearted welcome. We are aware that you have come here with a sense of appreciation that this company has made its half a century well and is still going strong. Your association with us has been long standing. Your goodwill has been very valuable to us.

In welcoming you here I feel I am bound to place before you a short statement about our company in particular and the transport industry in general on behalf of both of which we are assembled here.

The life period of this company which we are celebrating actually represents the life period of the transport industry itself in this Dist as the birth of the automobile industry and the birth of the Canara Public Conveyance Company are synonymous so far as this Dist is concerned.

The company started as a Public company and has continued as such with a membership of nearly 950 shareholders. Though it started with a managing agency, the managing agency was soon terminated. The management has relied more on the goodwill of the shareholders than the strength of its shareholdings. Actually even the whole Board falls far short of having a controlling number of shares in the hands of the Directors.

The company's constitution is drawn up in such a manner that the persons with controlling holdings cannot overwhelm the shareholders. There has been provision to have 1/3 the number of directors elected from small holders of shares. There have been no hard and fast agreements between the Managing Directors and the company to secure the permanency of Managing Directorship even before the new Companies' Act of 1956 came into force. Thus the company's management had to depend only on its efficiency and integrity for support from the shareholders and the management has carried the trust of the shareholders throughout its career after a change of management occurred in 1918.

Shri V. Shrinivasa Kamath whose portrait will be unveiled by the Hon'ble Sri B. Vaikunta Baliga is an outstanding person among all the directors who managed the company from its inception. He was elected at the time of an unexpected change in administration of the company and was appointed as an honorary chairman of the company with all the powers of administration. He continued in this honorary capacity for 6 years and though he was not rich and had to face immense odds in the management of the company, he discharged his duties so well, saved the company from a possible winding up and improved its finances so steadily that he was appointed as the Managing

Director in 1924 on a meagre remuneration. The mental strain of administration and the physical strain of constant travel on most inhospitable roads caused a breakdown of his health and after 8 years of service as Managing Director he expired at the early age of only fifty years. His integrity and sacrifice can be measured from the fact that his own business of printing press was completely neglected; and though he was at the helm of the affairs of the company he built no reserves for himself and when he died he left behind a large liability which he directed to be cleared by selling his ancestral property.

We are quite fortunate in having been able to persuade the Hon'ble Sri B. Vaikunta Baliga to honour this great man of our Dist. Sri Baliga knows Sri Kamath very well. There are only a few others now living who know him well. Of these the Grand Old man of our Dist, the founder of the co-operative movement of the Dist, Sri Molahalli Shiva Rao is one and we produce his letter in our commemoration volume. Sri Kamath's part in co-operative movement cannot be expressed better than by Shri Molahalli Shiva Rao's own words: "Shrinivasa Kamath was a pillar of strength to me as a stalwart worker in the field of the co-operative movement inaugurated in the South Kanara Dist in 1909. He did yeomen service in pioneering work in those days. It was this that cemented our friendship into a close brotherhood."

The Hon'ble Sri Baliga is associated with the Late Sri Kamath in more ways than one. His father-in-law was one of the founders of the company and was the chairman of the Board of Directors during 1924 to 1929. He was the close associate of Sri Kamath till the death of Sri Kamath. He is personally related to the family of Sri Kamath. More than all, he was himself the Chairman of the Board of Directors during the years 1932 to 1938, when he rendered invaluable

services to the Transport Industry in general and to the company in its administration. The bus owners of the district will not forget him as the Chief Architect of the 'Combined Booking Agency'.

Thus it is our good fortune that we have today Shri B. Vaikunta Baliga to honour a distinguished person of the Dist and of whom he knows much more than any of us.

From the beginning the Company had a progressive outlook in all its activities. It tried to reach the corners of the Dist through indifferent roads and difficult obstacles to make transport easily available to the people. It built rest houses for passengers at places where passengers had to halt during night time and where there was little human habitation such as Charmady Ghat, Ujire, Someshwar as also at places like Udupi, Mercara etc.

The company was always first to bring new methods for establishing harmony in the employee relationship. It was the **first in the Dist to introduce voluntarily the payment of bonus every year**; it was the **first in the Dist to introduce Provident Fund scheme**; it was the **first to introduce several ameliorative measures such as free education** at the higher elementary level and half free and subsequently full free at High School level and non-returnable scholarships to the deserving children of the company's workers. At the time of the last World War food was purchased and stocked by the company at higher rates and supplied at lower rate. Several types of ameliorative measures are undertaken for the workers. They have been encouraged to form co-operative consumer society for their domestic supplies and a co-operative society for assisting individual finances.

Even in the matter of service in fields other than transport the company has always shown a very progressive outlook from the very beginning. The Late Shri Kamath's public activities were actively encouraged by the company. When the Dist suffered by unusual floods in 1923, Shri Kamath laid the entire resources of the company at the disposal of the flood relief. He was so national in outlook that he attempted to invite a session of the Indian National Congress to Mangalore at the time the Congress was held at Belgaum.

During the administration of the company by Shri V.S. Kudva, all services he had rendered to the Dist could have been possible because of the company's encouragement and the co-operation given to him by the directors of the Company. He received ready assistance from the staff members in all such activities he rendered to the public at large.

In the educational field, the company takes keen interest, not only by helping the children of the workmen but also by organising instructional classes for training in automobile engineering of the children of the working class. We take 20 boys every half year for a training course extending 1 ½ years. At the higher level we have together with our associate concerns established a Foreign Scholarship and Educational Fund under which we have already sent to foreign lands 13 graduates for post graduate studies in engineering and continue to send 2 to 3 students overseas every year. These scholarships are open to any person belonging to any part of the country. The Fund is now also preparing a plan to assist elementary education in villages.

During the 'Quit India' movement when many Congress leaders remained underground to maintain the continuity of the freedom struggle the company gave its assistance clandestinely. Shri Kudva had at one time during this period

received a warning from the Dist Superintendent of Police on the suspected activity of the company. It is this and other activity during those critical and difficult times that cemented the friendship between Shri U.S. Mallya and Shri. V.S. Kudva which friendship has been so useful in the developmental activities of the company and its associates and even some of those of the Dist.

The one problem that is exercising the mind of all bus owners is the question of Nationalisation. Even here the company while having its own views about the advantages or otherwise of Nationalisation has not been antagonistic to it. Its associates in North Kanara Dist, Dharwar Dist, Hassan Dist and Mysore Dist surrendered permits of over 50 buses to nationalisation. Mysore State Road Transport has already penetrated South Kanara Dist though not on a monopoly basis.

It may, however, be mentioned that Road Transport in the Dist is in the hands of reliable vehicle owners. The transport here has a reputation for promptness, efficiency, strict observance of rules and timely payment of taxes. The public have got services in nooks and corners of the Dist and their efficiency, admittedly, cannot be bettered by nationalisation. The owners are paying huge amounts of taxes to both State and Central Government which we do not think the State has been able to equal and as a revenue earning proposition the State Govt can do no better than allow the owners to continue. Each bus brings to the State an annual tax revenue of Rs. 12,000 and many owners are paying substantially heavy income taxes. Maintenance of a huge nationalised transport organisation is not without its own worries to the Govt.

Further, ownership of transport spread into the hands of

hundreds of owners in the state and organised into numerous units of various sizes is not very much far from the present day concept of the socialistic pattern of society. However, we feel that the question whether the bus services so far remaining in the hands of private enterprise should be nationalised or not is a question which should be decided after mature consideration by the State Govt. it is not for us, the interested party to fight out our contention. If the people feel like it and if the Govt insists on it, so far as this company is concerned, we will not fight against it.

The company's old story is submerged in the dim past and there are very few records available to help unveil the story of the company. Many of the valuable photographs of the company's activities and the personalities that built them could not be traced or secured. Some we have secured with great difficulty. We have thus collected material and compiled it into a commemoration brochure with the desire that the memories of the past will illumine the company's future. We feel that there is material in this brochure which is of interest to the transport industry as also to the general public.

We have today with us the Hon'ble Dr. Nagappa Alva. He belongs to the Dist. He has been in the Dist since his childhood. He has grown with this company. He must have travelled by the buses of the company in his younger days. Today coming from his highly respected position it is an honour to us that he should unveil a past which had grown with him. We are grateful to him for the signal honour he is doing us by releasing the Commemoration Volume of the Golden Jubilee of the company.

To you, Sir, the Hon'ble Shri Patil Sahib, our indebtedness is unlimited. We know that only at considerable sacrifice of your valuable time and at great personal inconvenience you

could come to this place, which is far off to you. Mangalore is not new to you. You had been kind enough to visit the Canara Workshops Ltd. last time you came to Mangalore. At that time we did present to you the Transport Nationalisation problem and in reply you gave us a very consoling reply and advice.

We are, therefore, entitled to feel that we are not quite new to you. Further, we have reason to believe that among the Road Transport Organisations, not only in this country, even in the whole world, we are the oldest starting 51 years back and continuing under the same name and organisation. We have fathered not only similar smaller transport concerns but also concerns of commerce and industry of a related nature. We have thus a distinctive stature. Even in the educational field we have played some distinctive part, howsoever small it may be.

We, therefore, claim that the indulgence shown by you to us is well deserved. But this indulgence shown by you shows your large heartedness and magnanimous outlook. We are grateful to you for your most valuable and honouring presence to conduct the Golden Jubilee of this organisation.

In conclusion and on behalf of the Directors, shareholders and the employees of the company we extend to you all, ladies and gentlemen, a most cordial welcome and offer our heartfelt thanks for responding to our invitation for this proud occasion of ours.

P.S.: Excerpts from 'Golden Jubilee of C.P.C. Co. Commemoration Brochure and Volume' – 17.05.1965.

**SPEECH DELIVERED BY LATE B.V. BALIGA
UNVEILING THE PORTRAIT OF LATE V.S. KAMATH
AT C.P.C. CO. LTD. GOLDEN JUBILEE CELEBRATIONS
ON 17TH MAY 1965**



B.V. Baliga
1895 - 1968

Hon'ble Minister Mr. S.K. Patil, Hon'ble Minister Dr. Nagappa Alva, Mr. V.S. Kudva, Sri Mallya and friends:

To me it is a proud privilege and peculiar pleasure to be associated with this function.

Sri Kudva, in his welcome address, has referred to my connection in the past with this august company. He has also unwittingly and unmeaningly laid a charge upon me. That is laid before this august big audience. If I shut my mouth and keep quiet it will be thought that I have confessed to him. It is in that light that I wish to clear myself of the same.

You may be wondering what it is. He says in one of the paragraphs that when I was elevated to the pedestal of the Speaker I went above party stride. If he had said that alone I would have been grateful to him. He proceeds to say that I was also lost for the district for all time, lost with regard to the activities I was legitimately carrying on as a minister in the Cabinet. He said and found it too tempting not to refrain from interfering with certain projects associated with the District or with the State. May I submit to him and to you there is nothing wrong that I am doing. If there is anything wrong I will correct myself.

The facility lies in thinking that the moment a member of the Legislative Assembly becomes the Speaker he is dead and gone for all purposes except to preside over the deliberations of the Assembly. I do not cease to be a member of the Assembly or a member of District or a student of public affairs. If ever I have to fulfil my duty I take it that it is imperative that I must try to devote a little of my

time, much of the little energy I possess for the service of the State. I am trying to do it in a peculiar manner as assistant to the members of the Cabinet and putting forward certain schemes on basic merits which have to be examined by them and accepted by them if they please and implemented if funds permit and other circumstances are propitious. It is in that light I am doing it. But at the same time it should never be thought I am doing anything wrong. I have no doubt about the abundant affection that Sri Kudva possesses for me as he possessed for me in the past. He wanted that my friends should know that I am doing something for the district. I submit that I carry his affection now and here after also for that purpose.

If I were to go a step further, I must tell him that in the bulk of what has been attempted the ideas are those of Mr. Kudva himself. He established the development board in the district on his own responsibility defraying all the expenses of the board, of the meeting and of printing the literature, formulating schemes and presenting them to the Government or the appropriate authority. A reference to the file will go to show that all his schemes are contained there. It is therefore his babies that are now growing up and coming forward.

I remember with great pleasure and solace a seminar that was held at which he presented beautiful papers on all topics pertaining to the District. When a copy was presented by me to some of the senior officers of the Planning Commission they were surprised and happily surprised to find the depth of the study that had been carried on by private enterprise in the district and the steps they had taken and lengths to which they had gone without waiting for governmental aid.

Having said this by way of preface I will proceed to my duty to unveil the oil painting of my esteemed late lamented friend V.S. Kamath.

Sri V.S. Kamath was not born with a silver spoon in his mouth. But he was born in one of the aristocratic noble families of Mulki, Vaderu Bhatta. Above all, all the brothers were brilliant. One of his elder

brothers was a Revenue Inspector with an amazing memory and wonderful intelligence. Mr. Kamath was no less in that capacity. He turned to commerce from the very beginning. When I was very very young I remember to have seen him. When I was in high school classes, he and his brother Dr. Rama Kamath, who later on settled in Madras and built up for him a reputation were leaders of society here. His Mangalore Trading Association, Sharada Press and Swadeshabhimani are things of which anybody can be proud. They are all the products of the efforts of Mr. Kamath. God blessed him not only with intelligence but with capacity to work hard, a hardy frame, bony face well knit and intelligence exuding from him. He could concentrate and he did concentrate, and did a lot of patriotic service to the District. To measure the value or the depth of that, one must remember the time when he did the work.

It was unlike today when we can go on criticising and making demands, right or wrong, by way of processions or otherwise. If one percent of what is being done now had been done the person so doing would have been in trouble. Those were days of bondage. When freedom was little or none, when restricted scope was there for service, these giants Sri Kamath and the rest of the founder Directors of the company conceived the idea and marched ahead boldly.

Mr. V.S. Kamath, besides the intelligence and physical capacity he had, had in himself a source of energy which I have not seen in many people. If it is a question of sitting down for work he would forget all the exhaustions, all the time consumed and the fact that food was overdue. It was my peculiar good fortune to come in contact with him during the devastations of flood in my village in 1953. As was rightly observed in the address he was the one person who rose up and said 'the entire resources of this company are at the disposal of the people who want to render relief'. He went to almost every part of the village and villages where havoc had been caused and did all that was possible to render succour to the suffering. He did not make any distinction whether it was a locality

here or there, whether it was a Hindu, Muslim or Christian. Regardless of all considerations and in the most disinterested selfless manner Mr. Kamath worked day and night. The position was that the whole village had submerged. About five to eight thousand people were starving and there was no food. He rose up to the occasion and made arrangements to get rice from any quarter whatsoever. The first lorry and the first bus that brought rice came from his place and earned for him the gratitude of the people.

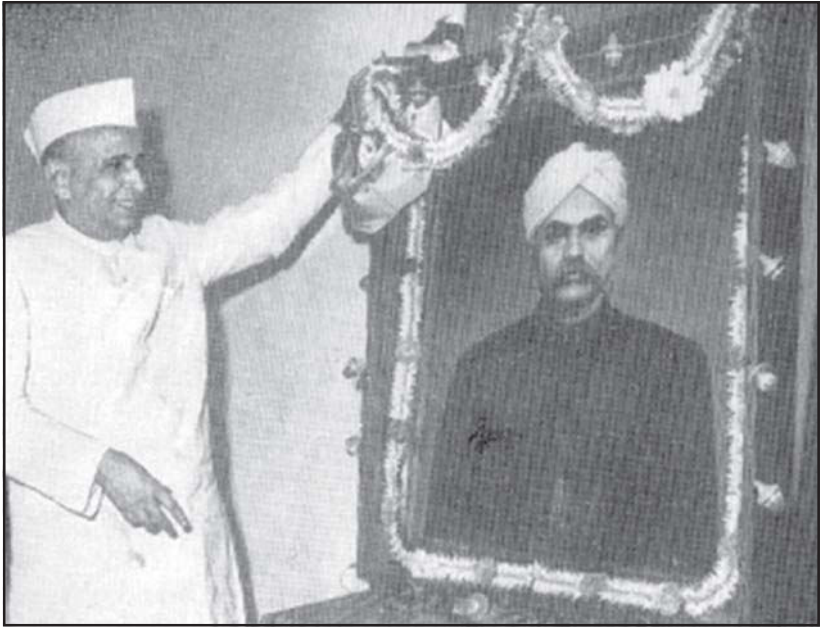
Mr. Kamath was a strict disciplinarian. He would not permit any shabby work. He himself was not doing anything shabby. He was not merely disciplined but hard working also with foresight and planning. Everything was done according to plan. It was not haphazard. It was not empirical. It was based on previous deeply probed study. His greatest happiness in life was and is and will continue to be the discovery of Mr. V.S. Kudva.

Mr. Kudva after undergoing training in the Victoria Technical Institute, Bombay, came and joined the Company. I remember that long before Mr. Kudva became son-in-law of Mr. Kamath what opinion Mr. Kamath possessed about Mr. Kudva. I know Mr. Kamath was a person who could discover merit even where it was hidden.

Swadeshabhimani, which is perhaps no longer now being published, was one of the leading papers in building up journalism in Karnataka. Swadeshabhimani played a very important part. It was almost on a pedestal with the Hindu of Madras. Its editorials were respected by the Government. They were of a high degree. They were put on a level where there was plenty of cogent criticism and discernment. The criticisms were fair, appreciative and constructive. The language, the ideas and the high morale that were maintained were worthy of any journalism in any country whatsoever. In all parts of the old Mysore State or even in the Bombay part of Karnataka Swadeshabhimani was read with great interest.

Take printing. Mr. Kamath was the father of printing. From among the people of the District he was the first to take it up. The Sharada

Press today owes its existence and foundation to the inspiration of Mr. Kamath.



Sri B.V. Baliga unveils the portrait of Late V.S. Kamath

Mr. Kamath was a great moulder of people. People who came in contact with him were inevitably affected by him and moulded by him. His purity was reflected in every act of his life. Selfless, unperturbed and an embodiment of humanity, Mr. Kamath was a model. This great man, whose life ought to inspire us, cannot be expected to be immortal.

A portrait unveiling function of this kind to express gratitude of the people for building up an industry, a motor industry, so far as the District is concerned, is something which ought to make us be grateful to Mr. Kamath.

I remember the last years of Mr. Kamath. I remember particularly the company general body meetings and board meetings. As a briefless lawyer at that time, with no better work to do and being

free to attend meetings, I attended almost all the general body meetings. One could see how effectively he managed and how he carried the whole body of shareholders with him.

I am grateful to Mr. Kudva for organising this part of the function and for having given me an opportunity of paying my sincere tributes to Mr. Kamath. May I with your permission and on your behalf unveil the portrait and say 'May the memory of Mr. Kamath live long to inspire all young men today and May Mr. Kamath's companies prosper and grow from strength to strength'.

The Canara Public Conveyance Company, which has completed 50 years cannot be said to be old. I see in front of me familiar faces connected either with the C.P.C. or other companies. I find so many who have been working for 50 years. A company to work steadily and prosperously is no joke. It requires constant vigilance, continued sustenance and great tact. This company, besides earning profits to the shareholders, has laid the foundations for so many other associate industries. My only hope is many more will come. I have no doubt that associated with the Canara Workshops a number of industrial estates and several other concerns will come up.

I will be failing in my duty if I do not refer to one aspect wherein my name was also dragged. That is, what was then called a combined booking agency.

Mr. Kudva, out of his affection for me, says I am the architect. I am not. I am not even a draftsman. In drafting Mr. Kudva was infinitely superior to me. It may be he does not know law as much as I do. Certainly Mr. Kudva is versatile. His drafting is as good as anything else. All he wanted was a support like a stick for leaning upon in the dark to see that law was not transgressed. That is the part I played.

P.S.: Excerpts from 'Golden Jubilee of C.P.C. Co. Commemoration Brochure and Volume' - 17.05.1965

**PRESIDENTIAL ADDRESS OF LATE S.K. PATIL
AT C.P.C. CO. LTD. GOLDEN JUBILEE
CELEBRATIONS
ON 17TH MAY 1965**



S. K. Patil
1898-1981

Hon'ble Speaker Mr. Baliga, Hon'ble Minister Dr. Nagappa Alva, Mr. Justice Hegde, my friend Mr. Srinivasa Mallya, Mr. Kudva, Chairman and Vice-Chairman of the Mangalore Municipality and friends:

It is indeed a very happy occasion and I consider myself fortunate that on this felicitous occasion of the Golden Jubilee Celebrations of the Canara Public Conveyance Company you should have invited me and given me a fuller account of all the good things that you have done during the last 50 years.

Somebody said, while talking about Mr. Mallya, that he puts anybody in his pocket. I could not follow it. The speech was translated to me by somebody. Now, I can tell you from my personal experience that I am too heavy to remain in his pocket. But even then he has such a natural attraction – magnetic almost-that he can bring anybody in India to Mangalore. When he suggested to me some months ago that it was a very nice company and that I must come and participate in this felicitous function I simply could not say no, and here I am.

My friend Mr. Mallya has got the wonderful capacity of getting everyone right from the Prime Minister – whether it was the Late Prime Minister or the present Prime Minister or the President of the Indian National Congress or poor like me. They are always at his beck and call when the cause he espouses is good and supportable. Surely nobody can find fault with it.

Now Mr. Kudva, he has been the Managing Director of the Company for the last 25 years. Of course Mr. Mallya has talked enough about him to me. He (Mr. Mallya) has got the knack of doing that also.

When he wants somebody to be in the good books he merely whispers and the whisper goes a long way from ear to ear. The very fact that for 25 years continuously a single person should have been the Managing Director of the company and should have brought this transport system to a successful stage speaks volumes of his ability and persuasive character which are required to run a transport undertaking when every minute Government threatens to nationalise everything under the planet. To live in that condition and to live to the satisfaction of the Government that nationalisation is not going to improve the conditions that are already there, is something which speaks volumes of the ability of those concerned here. I wish you well. May the blessings of God and if I may add those of men always be with you for this big and good work that you have been doing.



Mr. S.K. Patil addressing the audience

Now coming to this transport system. You have very rightly said in your address that if you want to know the progress of a modern country you need not go to a hundred things. If anybody asks me how you can understand, what is the measure or yardstick by which you can measure that a country is progressing and making progress in the modern world there are two things. Before I examine anything else I would examine the transport system and the country's

electricity potential. If these two were there, nothing can prevent the progress of the country. The larger the electricity potential the larger the industrial potential and the agricultural potential. Therefore these two things – transport system and electricity do indicate and positively indicate the progress that the country has made in industrialisation. In that I will even include agriculture. It is also an industry and we are more and more industrialising it in this country.

Looking from that standpoint the transport system during the last 20 years – you are there for 50 years, I am not comparing it with your transport system – has made phenomenal progress. When I was Transport Minister, there used to be only about half a million cars – cars including buses, trucks, lorries. I am talking about the position some six or seven years ago when the City of New York had more than 2 million vehicles, four times what the whole of India had. Those days are gone. Now we have progressed to such an extent that in Bombay alone where there used to be ten years ago nothing more than 50,000 cars we have now reached a quarter of a million. You can understand from this how the transport system has developed not only in the number of cars but also in the roads.

The railway transport in India has already employed more than Rs. 3,000 crores. In five or six years the total investment will come to a colossal sum of Rs. 10,000 crores. You cannot expect that transport to change very very rapidly. It is changing and changing for the better. It is being modernised day in and day out. The steam engines have been there for the last 112 years. Now they are being replaced slowly and steadily by diesel engines and electric engines and by electric traction. That is coming rapidly. Out of 75,000 kilometres nearly 8,000 kilometres have already gone under an electric traction. When the whole of it is electrified and dieselised the engines will have the capacity of drawing three or four times the weight the steam engines draw. For that many structural changes in the track shall be required. I am saying all these things to prove that the transport systems are rapidly making progress in India.



One of the oldest employees of the C.P.C. Co. receiving the award from the President



The C.P.C. Co. and associate companies gave a donation of Rs 5,000 to the Ramakrishna Mission. Mr. S.K. Patil hands over the cheque to the Swamiji of the Mutt

We do not have many highways yet. If you go to any other country you will find highways, expressways and all kinds of ways, flyovers etc. It is just like houses which have got four or five storeys. You have tiers and tiers of transport in those countries. We need not go to that stage now. All that needs money and all that is not immediately necessary. But we are seriously thinking of some kind of a monorail system in a city like Bombay where population has gone to about five million and is threatening to go to 7 or 8 millions in another 20 years. In a city like this one must have a faster mode of communication. All these things are coming. Whether we should have underground or monorail, the transport should be speeded up. At a time like this when there is organic connection between rural and industrial cities you must have all modes of transport gingered up to more and more activity. They should be brought up-to-date. That is exactly the work which private and public transport have to do.

When you come to nationalisation, you know very well my views on the subject for many years. I was president of a motor union when I was not a minister. To me everything that is practical is acceptable. Simply because it is theoretical and somebody wants ideologically to do something I do not very much attach importance to it. There is an English saying – “there is no fool like an old fool”. I do not have truck with people who merely talk ideological things irrespective of the practicability of it whether it could be done or not. Nationalisation is necessary when others could not do it. When coordination and homogeneity could not be maintained by private people the state should come in.

The primary function of the State is to carry on the administration. I do not want the ministers to be merchants and businessmen and industrialists. Of course if they have to do it because other people have failed to do it they will do it. The residual powers will be with the administration, because it is their business to see that any transport and any industry function properly. But if a private man

is doing it and ably too, surely it is none of my business to go and obstruct him and take the responsibility on myself. If it happens, all our civil services will be converted into general managers of various companies and I wonder whether I will have General Managers for my own work. I am not saying anything against the nationalisation of transport.

So far as motor transport is concerned I am of the view that if the system is running nicely like the T.V.S. in Madras why must we go and disturb such a good system running to time, punctuality and all the vehicles used are modern. Why should we go and undertake such responsibility and by public loans create money in order to take over something which is very well run. So also the Canara Public Conveyance Co. If it is running to time and if your vehicles are good and all conveniences and amenities are given to the public I do not think any wise Government will ever think of coming in and posing a problem for the administration.

I am saying all this not because there is any policy which the Government has undertaken which I am trenching upon.

In the railways there are hundreds and thousands of accessories which they need. In the railways, engine is not the only thing. There are many other things – sleepers, rails and hundreds of things. When people tell me and in the Railway Board when we discuss these things I see that these things are produced - some of the wagons are also produced. If they are produced by private men and produced competitively and as well as we can, surely I shall not be the man who will come in the way and take away the morsel of food going into their mouth and creating problems bigger than the problems I have to settle. It is a matter of balance. In the balance of judgement what is good for the country has to be done. Supposing the transport was bad enough and it was not regular and the transport people do not have money to buy new vehicles and amenities are not available then surely Government can step in and they can nationalise.

Surely where private enterprise has ability and their capacity to work can be registered and made use of then I do not understand why any wise Government must create a reserve almost inexhaustible reserve of ability and capacity of the people they govern. If the system goes wrong Government can find fault with it and punish it. But if the Government takes it over and the Government does the mistake, would the Government punish itself. And the only remedy people have got also disappears. This is not against nationalisation.

Let us be practical. Let us have a yardstick to find out whether it is necessary or possible that we should own everything or control everything.

Mr. Harold Wilson of Great Britain, when he became Prime Minister, made a keynote speech in which he said that socialism has developed in the modern world to such an extent that today it is not exactly on all fours with the socialism enunciated by Karl Marx some hundred or 125 years ago to be exact in 1848 in his manifesto. Compare the conditions then and now. Today the labour has come into its own. It has bargaining capacity. You can see that today. The downtrodden is not the labour. The downtrodden is the poor employer with all these strikes and things like that. If Karl Marx were to be reborn today and he were asked to rewrite the manifesto he would have said 'God, not save the Labour, but save the poor employers so that the bargaining capacity may not prejudicially affect the progress of industry.

Harold Wilson said that for successful socialism it is not necessary that the State must own everything. So long as State can effectively control these things it is not necessary everything should be owned by the State.

So far as passenger transport is concerned, where companies are doing well and in a competitive manner I want such companies to show us what they can do. If you can give all the conveniences and

amenities to the people and if the C.P.C. can give punctuality and rates which are comparable and can show improvement even over the Government system you are rendering a service to the community and you are doing much more than what the nationalised transport can do. On this you need not have any worry at all.

After all, people have to be looked after. If hundreds and thousands are thrown out of employment the remedy will be worse than the disease.

This system – the Canara Public Conveyance Service – has been rendering excellent service to the people for the last 50 years. If people are satisfied with it I do not know why Government should not be satisfied with it. And I can assure you in parenthesis that so long as you have my friend Mr. Malliya, do not worry anything would happen that would really take the breath out of it or something would happen.

India has got great wealth – mineral wealth, natural wealth, hydel wealth and every type of wealth, natural gas, oil. India is one of the five countries who are God's gift. There is nothing that is not there in the country. All that is required is courage and capacity to harness all this wealth for the prosperity of the millions of people. That is exactly what is happening now in this country.

We are happy in this country because we saw our country liberated. We can say when we became old – some of us are getting old – that we saw our country liberated in our time. At the same time when we leave we must have satisfaction that not only we saw the country liberated but we all saw that it was made prosperous, wealthy and healthy in every way so that our future generations can say their forefathers were not merely harbingers of political freedom but also harbingers of political and industrial prosperity the country needed. We must direct all our energies to the task of making this free country a prosperous country. Let us criticise each other and at the same

time each in our individual right do our bit so that the sum total of our efforts multiplied by 470 million people will be vast and incalculable and out of it we shall get results.

May it be given to me to see after five or ten years when I come to Mangalore again that a few more things have been added here and the communications have been improved. I came by a Dakota today. I will use my good offices to see that Caravelle comes to Mangalore. If I had come by Caravelle from Bombay to Mangalore I would have come in 45 minutes. All that would happen. Your transport will increase. Then you will increase your industrial potential. May God give you all the courage and perseverance and industry necessary and May God's and man's blessings be with you in your endeavour.

P.S.: Excerpts from 'Golden Jubilee of C.P.C. Co. Commemoration Brochure and Volume' – 17.05.1965

LETTER BY LATE V.S. KUDVA TO HIS SONS



V.S. Kudva
1899-1967

Hand written on “The Canara Sales Corporation Ltd” letterhead in 1959

My Dear Sanjiv,

01. I am writing this letter for you and Shinnu and for all brothers and you being the eldest I am writing this to you and you must share the contents with all your brothers. I am writing this instead of talking over as I can put my thoughts in more precise manner and as you can recollect what I say more precisely.
02. I am very happy to note that all your brothers have an attitude of adaptation to each other and have an abundant sense of understanding and humour. This mutual understanding should be protected now only as otherwise common interests may get broken and the strength that you can now develop in a unity will be lost and the great advantages which you now have and with which you can build a glorious future will be lost forever.
03. It may be of interest to know how I built up my life. After Non Co-operation, I came to Udupi and my father started a workshop and sawmills. But the finances were not too good and there was misunderstanding between the father and both sons until each of us separated out. In 1926, your grandfather, i.e., V.S. Kamath found that a loyal engineer for C.P.C. was required as the one in service had either resigned or been dismissed. In 1926 February at my 27th age, I joined the C.P.C. The workshop was in Jeppu and I had to be there with no company and no social life. The only friend there was my neighbour the Late Alke Narasimha Pai and the brother-in-

law of vakil M.S. Kamath. As my temperament suited a lonely life and as I had developed simple habits I was quite happy especially because I always engrossed in the work on hand and had no attractions towards recreations of any sort such as cinema etc. I had no car and the only way to come to Mangalore was either by bus or by walking and except on official business, I would walk the distance which was nearly 3 miles. I was attending every Thursday or Friday the Sharada Press for editing 'Swadeshabhimani' which I had been doing even from 1923 from Udupi. I was taking meals first at the house of one of our drivers situated half a furlong away and afterwards a cook was secured and a canteen sort of arrangement was made where the staff also took meals. All my waking hours were on the work of the company. On occasions fitters and mechanics worked 24 hours and though I was a sound sleeper requiring 9 to 10 hours of sleep daily, sleeping at 9 p.m. and getting up at 6.30 or 7.00 a.m., night working fitters will come to my open bedroom with a lantern and their very presence with lantern will wake me and I heard their problems and gave them advice and immediately went back to sleep. I never took leave except one when I was sick. Your maternal grandfather was very kind and affectionate and made amends for what I lacked from my father. This is why I respect him more than even my father. Jeppu was a place where there were no scope for recreation or even for a good restaurant.

Though I joined as Works Manager, I took whatever responsibility came across me and discharged them most satisfactorily. At the time I joined, the company had hardly 18 vehicles and still I put in work almost incessantly without rest and without leave or absence. Your grandfather was a

disciplinarian. While I enforced discipline on the employees working under me whose control was more appropriated by me than entrusted to me by your grandfather. I did not shun at submitting myself to the discipline of your grandfather. Even after marriage, when I had the privileged position of a son-in-law, I saw that this relationship was completely forgotten in the matter of my conduct in the company and my one instruction to your mother was not to discuss my company affairs either with respect to my difficulties and duties or my emoluments or any other problems with your grandfather, so that, in the company, I was no more than an employee with the status of Works Manager, my relationship being purely a private affair not to influence him regarding my employment.

My predecessor in the company as Works Manager was one Mr. Kamath who was corrupt. When first time I went to St. Joseph's Asylum workshops for placing orders, the foreman there asked me what margin he should keep for me in the bills. This clearly showed that my predecessor was being paid something on the bills. I told him to see that the bills of the company should be made at the lowest possible and nothing is to be paid to me. At that time my salary was Rs. 100 only. I maintained this integrity throughout my life. It has paid me well. I have carried the confidence of everyone. Probably I could have made a couple of lakhs more even by means which could not be considered as fraudulent. If I had not started the insurance company; that alone could have had brought me at least a lakh till now. But I am proud I did not yield to these temptations.

I have explained all this to show that hard work and integrity were my two ideals of life which I have followed scrupulously and looking back on my life I can be well proud of my life. To

achieve something of service to the country has been my one ambition and that has guided my decisions throughout.

04. Throughout my life, though I have been careful about money, I have never hankered after it. Still I prospered quite well. I have met my obligations to entire family. Your mother has been provided with adequate resources. A press was started though without intention of profits, it has developed into a stable institution which should provide for you and one or two brothers. Shinnu has been well provided. Add to this the vast opportunities around the C.P.C. group are available to you and others. Provided all of you conduct properly, all of you should be able to prosper in life.
05. So far as I am concerned, I feel I must retire. I am in my 60th year. I worked hard, I now feel there is little reason that I should continue in active life. I have provision to last till I die even if I live long. Hence I find that unless there are strong grounds for me to continue I should retire and have a peaceful, unattached life free of all worries. I have or have been developing an attitude so that I should not attach myself even to the troubles and vicissitudes of my family.
06. At present there are 2 schemes that I have developed which may require my personal work. One is the factory at Nagpur and the other is Alloy Steel factory. With care, interest and hard work the Nagpur factory can be started by Shinnu himself. My work need not be necessary. I must however, observe that somehow or other, though Shinnu is agreeable to this factory, he is not enthusiastic about it. Alloy steel factory was a big job. I do not think that this can be developed without my working for it. This effort can be divided into 3 parts :- (1) Permission from the Govt. and import license. (2) Capital

from the public, (3) Technical assurance and planning.

With the assistance of Sri. V.S.P., I feel it will be possible to get consent from the Govt. with the reputation established by Canara Workshops and the contact with appropriate people capital may be forthcoming and with deep study and foreign travel technical aspects can be solved. Thus the scheme seems to be a possible one. But this can be worked out only on the basis of confidence on ourselves and hard work. Others are able to plan large schemes because of their being able to command money. We are not in a position to command money. This difficulty of ours has to be made good only by hard work.

- 07 Now the question arises that in view of the present day taxation, restriction and labour troubles, is it worth while entangling into further liabilities when the present personal earnings are sufficient? This aspect has clouded my thinking also. But there are certain aspects which are of great importance. Firstly, we cannot be sure that the present personal earnings can last long. We are in a developing national economy and we are handling products under government restrictions and scarcity conditions. These cannot last long. Competitive period must come and for the competition period we must prepare ourselves now only. The only way we can meet competition is by expanding and establishing ourselves firmly. For example, the question of Nagpur factory. Take the map of India and look at Nagpur, it is practically the center of India both railway and roads radiate from Nagpur. The distribution of springs from that place will be most efficient, as we are holding practically the monopoly of springs we can supply to any distant place. We will lose this position the moment.....

- unfinished letter

THE LAST DAY OF HIS LIFE

The sudden, sad and untimely demise of his very intimate friend U. Srinivas Mallya in the year 1965 was a great shock and unbearable loss to Mr. Kudva. It left an intolerable impact and unendurable impression on his life which he failed to bear for a very long time, resulting in deterioration in his health condition very slowly and steadily.

Late Dr. Venkat Rao was a good friend and a family doctor of Mr. V.S. Kudva. In January 1967 during the routine medical check-up and examination, Dr. Rao diagnosed and detected cardiac complications faced by Mr. Kudva. Dr. Rao immediately recommended him full bed rest. He also advised him to refrain from indulging in any physical strain or mental stress, failing which he would survive only for a period of further maximum 6 months. He alerted and cautioned him.

Ignoring the doctor's advice, Mr. Kudva continued to engage in the administrative duties of his company which caused mental stress and continued his constant long distance travel which also caused physical strain. Owing to this, his health condition deteriorated. On 30th June 1967, he felt cardiac ache and complained of drowsiness and discomfort. Immediately, he was confined to the bed for rest and relief. Instantly, Dr. M.S. Prabhu was summoned for the medical attention and remedial measure. By this time, his condition turned critical in nature. The doctor deputed Mr. Kudva's son Mr. Laxminarayan V. Kudva to Fr. Muller's Hospital Kankanady Mangalore to seek specialist Dr. Venkat Rao's medical advice. He immediately contacted and deputed young Cardiologist Dr. A.V. Shetty to attend to Mr. Kudva urgently on priority. Dr. Shetty after examining him, informed the family members – Sanjiv, Srinivas, Ms. Bharati, Venkatesh, Laxminarayana and Balakrishna that Mr. Kudva's health condition was sinking and all the family members should be present beside him to support him morally by their presence. He prescribed some emergency medicines. His son Mr.

Laxminarayan Kudva rushed to procure the prescribed medicines. By the time his son returned home with the medicines his father was anxiously waiting for his son's arrival with his hand locked in his wife's hand. When his son appeared before him, he stared, recognised, smiled and called him by his pet name 'Babbi you have returned?' and breathed his last and closed his eyes simultaneously owing to cardiac failure – that was the last action of his life. The end was very peaceful but it was painful and tearful for his family members present beside his death bed.

Several noted sorrowing people formed a bee line in front of Late V.S. Kudva's residence and silently offered their sincere and heartfelt condolences to the bereaved family members. His friends paid their last respects and homage to the departed friend with a silent prayer – May the departed soul rest in eternal peace.

It was a day of mourning for his family members, relatives and friends and a black day was marked in the history of C.P.C. Co. and Canara Workshops Ltd. Utmost silence prevailed in Kudva's residence as well as in the factory. A holiday was declared in all the C.P.C. Group of companies as a mark of respect and mourning. Even the other transport operators declared Holiday for their offices and paid their respectful homage to V.S. Kudva.

The dead body was shifted from his Maroli residence to the C.P.C. Co. premises at Kodialbail for facilitating the C.P.C. staff to have a glimpse of their Managing Director and to pay their last respects and homage to their departed leader. Mr. Kudva as a Managing Director of the company had captured the hearts of the staff, provoked their thoughts and moulded their professional career by his motivation and inspiration.

The news of V.S. Kudva's death spread fast like a wild fire. Lot of his grief stricken admirers, sorrowing friends, and well wishers arrived and joined the funeral ceremony and accorded a heartbreaking final farewell to Mr. Kudva.

The funeral cortege was moved from the C.P.C. Co. premises physically to the crematorium duly following the religious customs

and traditions. All his sons escorted the cortege by walking a distance of 3 kms. After the last rites and rituals were performed, the body was confined to the pyre. All the shock and grief stricken his sons jointly lit the pyre with tears in their eyes. The violent and volatile flames absorbed the body and reduced it into ashes. Thereby a tearful, painful and final farewell was accorded to V.S. Kudva.

The following day, his newspaper Navabharath carried the very sad and shocking news on the front page featuring his giant photograph. This was followed by the pouring of condolence messages conveyed by friends and relatives who were stationed at distant places.

Late V.S. Kudva not only possessed an immense talent and foresight but also had a long vision, mission, and a passion for the industry. He is also a legend and a doyen of his times. He has left behind an indelible impression on the automobile industry. His achievements are recorded in the pages of automobile history in golden letters. He has also left behind a very large flagship company Canara Workshops Ltd, large family of C.P.C. Co., large followers, large admirers and friends. Although he is not with us, his rich legacy and fond memories linger in our minds forever. By the departure of Mr. Kudva the third episode of the C.P.C. Co. comes to an end.

A condolence message conveyed by Late Dr. T.M.A. Pai of Manipal addressed to his son Late Sanjiv Kudva is reproduced in the Page No. 176.

As a tribute to this great visionary, a memorial monument was built by installing his statue at the Canara Workshops premises on 09.06.1981. This memorial was upgraded 28 years later by surrounding it with a beautiful landscaped garden. The main road passing in front of the Canara Workshops Ltd, Maroli, Mangalore is named after Late V.S. Kudva.

The management and the staff of Canara Workshops Ltd. observes his birth day i.e 09th June as '**Founders Day**' every year and a fitting function is held in his memorial in the company premises.



**Dr. T.M.A. Pai
1898-1979**

Dr. T.M.A. Pai
Manipal

A NOTE OF CONDOLENCE

July 3, 1967

Shri Sanjiv V. Kudva
Navabharath
Mangalore – 3

My Dear Sanjiv Kudva,

It was shocking news to me on the 30th June to hear the sudden demise of your very illustrious father and my good friend. I have lost in him a very dependable friend and our friendship had grown during the last 50 years. We were classmates and only after Intermediate Course, he took to Engineering and I took to Medicine. But after I settled down in Udupi, my contact with and regard for him grew still more and I appreciated his dynamism in the several fields of activity and he also did likewise.

Whether it was in the bank or in our educational institutions, he took keen interest to see that under my leadership, these could grow and we freely used to exchange notes. For a short time, he was a Director of the Syndicate Bank Ltd., and also for a few years the President of the Academy of General Education. I could understand the greatness of the man and quietly one day he told me that he did not want to be a figurehead and all the credit for the success of the institutions must go to the right man. When the Kasturba Medical College was just inaugurated and thereafter arrangements for the clinical teaching were to be made at Mangalore, we had joint consultations and a joint survey. After he knew my anxiety, he burst out and said that if we did not find any suitable place in Mangalore, he would keep at our disposal the whole of the C.P.C. Compound

and make suitable alterations and keep them for our use till we were able to make alternative arrangements.

This great dependability that he was showing had always endeared him to me among the host of other friends who were only fair-weather friends.

His greatest act, in my opinion, was the gifting away of his family properties in Mulki. At a time when people are anxious to own their own family properties even after sale by offering fancy prices and put in different rooms the pictures showing the places of their birth, the places where they used to play, read, etc., here was a man who along with the other family members, made over the whole property to the Vijaya College by way of a gift. This summarises the sum and substance of the human qualities that lay concealed in the great man. Whether as a friend or as a wise parent or as an industrialist or an educationist, he possessed human qualities. Let his soul long lie in peace. I can only say we are with you and your brothers in this sad bereavement to share your grief, in abundance.

Please convey my respectful regards to your mother. I can understand her grief and also the grief of all of you. That so many people are also sorrowful in this calamity is the highest satisfaction under the circumstances that you may have. I pray God to give you the strength to bear this loss.

I myself am not keeping well and just got over this depression. I am only roughly two years older than him.

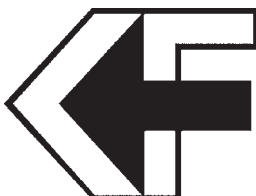
With blessings,

Yours sincerely,

(Dr. T.M.A. Pai)

P.S.:- Excerpts from 'Smriti' – Life and Thoughts of Dr. T.M.A. Pai – A Documentation - 1991

THE CANARA FOUNDATION
22.06.1971



Mr. Sanjiv Kudva, son of Late V.S. Kudva continued his father's students scholarship fund scheme 'Canara Foreign Studies Loan Scholarship and Educational Fund' which was founded by Late V.S. Kudva in 1957. He renamed it as **"Canara Foundation"** on 22.06.1971 by registering it under The Societies Registration Act 1860. This foundation awarded scholarships to poor meritorious students to pursue their higher studies on non-refundable basis. The other terms and conditions of the educational fund remained unchanged.

Students who aspired to proceed abroad for acquiring specialised professional educational course in the foreign universities and to pursue their advanced technical and medical education were eligible for applying this non-refundable scholarship. Hundreds of students had availed the financial assistance and were benefitted under this scholarship scheme. The foundation continues to grant funds by means of donations to school/college buildings, books to students, school and college libraries and payment of student's school/college tuition fees as well.

The foundation donated **Rs. 5.00 lakhs** for the construction of a science block at Vijaya College, Mulki and the block was inaugurated on 22.04.1988. It is named as Late V.S. Kudva Science Silver Jubilee Block.

The foundation continues to award scholarships and free education to the children's of company employees under this fund.

The major donations of the foundation are:

- 01. Rs. 1.42 lakhs** to Sri Srinivasa Patashala Association, Mangalore for construction of a new school building (1988-89)
- 02. Rs. 0.50 lakhs** to Srimad Bhuvanendra High School, Karkala for construction of school building (1988-89)
- 03. Rs. 0.60 Lakhs** to St. Aloysius College, Mangalore for construction of college building (1988-89)
- 04. Rs. 1.00 lakhs** to Vijaya College, Mulki for construction of college building (1990-91)
- 05. Rs. 0.50 lakhs** to Chinmaya educational Institution, Mangalore for construction of school building (1990-91)
- 06. Rs. 1.00 lakh** towards development of Aloysius Institute of Management and Information Technology campus at Beeri, Kotekar, Mangalore.
- 07. Rs. 0.80 lakhs** for construction of new school block of Victoria Ladyhill English Higher Primary School, Mangalore.

Apart from major donations the foundation awards scholarships, donates free exercise books and payment of school/college tuition fees at an average amount of **Rs. 5.00 Lakhs** (Rs. Five Lakhs Only) per year.

The foundation continues to donate note books to the poor students of the Govt School every year through Rotary Club of Mangalore Central for which Rtn. Premnath S. Kudva, the grandson of Late V.S. Kudva was the Charter President of the club 1986-87.

At present Rtn. Er. Srinivas V. Kudva is officiating as the President of the Foundation.

**V.S. KUDVA MEMORIAL FOUNDATION
06.06.1981**

Rtn. Er. Srinivas V. Kudva, Chairman and Managing Director of Canara Workshops Ltd established a educational foundation in fond memory of his father Late V.S. Kudva on 06.06.1981. It was named as '**V.S. Kudva Memorial Foundation**'. It awards non-refundable scholarships to meritorious students studying in pre-university college, degree colleges and other professional and technical colleges. It also grants donations to educational institutions for their development activities. The foundation donates an average amount of **Rs. 1.15 lakhs** per annum under this education scheme.

The major donation under this foundation is donation to St. Aloysius College, Mangalore for construction of college building Rs. 40,000- (1989-90)

At present Rtn. Er. Srinivas V. Kudva is officiating as the President of the Foundation.

**V.S. KUDVA INVESTMENTS (P.) LTD.
1986**

Rtn. Er. Srinivas V. Kudva has started the V.S. Kudva Investments (P) Ltd. in September 1986. It was later converted into a Private Limited Company and is enaged in the business of providing inter corporate loans.

V.S. KUDVA COMPUTER ACADEMY 1993



Rtn. Er. Srinivas V. Kudva, Chairman and Managing Director of Canara Workshops Ltd, President of Canara Foundation and V.S. Kudva Memorial Foundation is an avid computer savvy person. He initiated and introduced the concept of computer applications and operations in his office during 1980. It was his earnest desire that the poor students should also be provided with an opportunity to learn computer applications and operations. Keeping this view in mind, he established '**V.S. Kudva Computer Academy**' in 1993.

The primary aim and objective of the academy is to impart **free** computer education and practical training to the computer illiterate poor deserving students for acquiring basic computer knowledge. Many poor meritorious students have been awarded with V.S. Kudva Memorial Foundation scholarships.

It conducts short term computer education courses of 3 months duration in Computer Application and Advanced Computer Application. It is operating in Vasanth Chambers, Kodialbail, Mangalore.

Many poor students had availed this golden opportunity and registered and trained themselves under this computer academy.

At present Rtn. Er. Premnath S. Kudva is officiating as the Registrar of the Academy.



**GOLDEN JUBILEE CELEBRATIONS
CANARA WORKSHOPS LTD
27.02.1993**

The year 1993 is a very memorable year for the Canara Workshops Ltd which marked the completion of 50 fruitful and eventful years in the service of automobile industry. In commemoration of this auspicious occasion, a grand celebration was organised at the Canara Workshops campus in a befitting manner. Karnataka state Former Chief Minister Mr. M. Veerappa Moily was the chief guest on this occasion. Earlier Mr. Moily offered his respects and paid his homage to Late V.S. Kudva by garlanding the statue installed at the company campus. Sri Veerendra Hegde Dharmadikari of Sri Kshetra Dharmasthala presided over the function.

Mr. M. Dhananjaya Kumar, Former Member of Parliament and a Minister, Late M. Blasius D'souza, Former Minister of State for Labour, Mr. Ramnath Rai, Former Minister of State for Home, and Mr. Krishnappa Mendon, Ex-Mayor of Mangalore City Corporation graced the occasion as guests of honour.

Mr. Moily in his address paid his very rich and glowing tributes to the architect of Canara Workshops Ltd Late V.S. Kudva and opined that Mr. Kudva was a source of inspiration to other industrialists to emulate his achievements in the automobile industry. He added that the Canara Workshops is recording consistent and remarkable growth and the shareholders are rewarded with bonus shares and paid rich dividends to the shareholders. He also advised the Mangalore City Corporation Mayor to install a statue at a prominent location at Mangalore.

Rtn. Er. Srinivas V. Kudva, Chairman and Managing Director delivered his introductory address. Chairman Late Sowkar M. Baba Pai welcomed the gathering. Executive Director Mr. Premnath Kudva proposed a vote of thanks. On this occasion, the company organised a Dealers meet also wherein dealers from all over India attended the meet as well as the function.

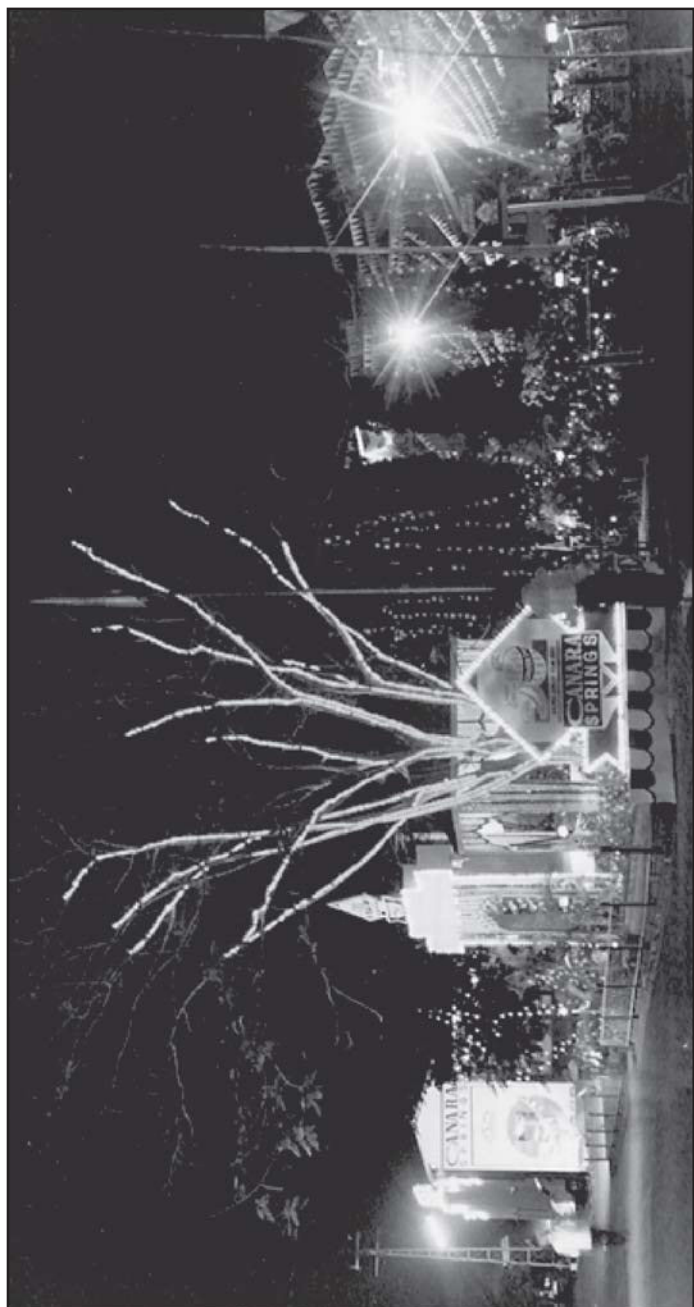
It was a day of celebration and jubilation for all the staff members and the dealers.



Mr. M. Veerappa Moily, Former Chief Minister of Karnataka lighting the traditional lamp to inaugurate the Golden Jubilee Celebration of Canara Workshops held on 27.02.1993 at Canara Workshop Campus, Mangalore.

Others From L to R: Mr. Srinivas V. Kudva (M.D.), Mr. Sowkar M. Baba Pai (Chairman), Sri Veerendra Hegde, Mr. Premnath Kudva (E.D), Late Blasius D'souza (M.L.A.), Mr. Ramanath Rai (Former Minister) and Mr. Dhananjaya Kumar (Former M.P).





The illuminated Canara Workshops Ltd Campus during the Golden Jubilee Celebrations at Maroli, Mangalore

FOUNDERS DAY - 09.06. 2014



Senior Retired employees (who had completed 75 years of age) were felicitated organised by the Company



Group Photo with C.M.D, E.D., Senior officials with Senior Retired employees organised by the Company

FOUNDERS DAY - 09.06. 2014



Attendance award distribution organised by the Company



Mr. Shubhakar Shetty being felicitated by the Chairman for his achievement in the National level Power lifting Championship held at Jammu, Jammu & Kashmir State

LATE V.S. KUDVA'S BIRTH CENTENARY CELEBRATIONS - 1999



Late V.S. Kudva's Birth Centenary Celebrations was held on **27.06.1999** under the aegis of All India Saraswat Cultural Organisation (AISCO) at Nalanda English Medium School Auditorium.

Former Chairman & Managing Director of Syndicate Bank Late K.K. Pai was the Chief Guest on that occasion. He garlanded the portrait of Late V.S. Kudva and paid rich tributes to his vision and mission. In his address, he revealed that Late V.S. Kudva could be considered as the pioneer of automobile and public transport revolution in the coastal Karnataka. It had brought the undivided D.K. and U.K. Districts to the threshold of industrialisation and was a path finder to the new world.

Mr. Basti Vaman Shenoy, Convenor in his address informed that Late V.S. Kudva was encouraging force behind a new youth generation of the 20th century. He infused confidence amongst the youth to ensure the new industrial revolution in the country.

Dr. K. Mohan Pai, Secretary of Nalanda English Medium School informed that Late V.S. Kudva's flagship companies C.P.C. Co Ltd



Late K.K. Pai garlanding the portrait of Late V.S. Kudva on his Birth Centenary Celebrations

and Canara Workshops Ltd had provided livelihood to thousands of people in the coastal districts by creating employment without differentiating any cast, creed and religion which in turn had paved the way for better education to their children. He also thanked the family members of Late V.S. Kudva for the consistent support rendered to their educational institution.

Earlier, President of AISCO Late S.V. Pikale welcomed the gathering. Vice President of AISCO Late G.V. Masurkar proposed a vote of thanks.

On this occasion Rtn. Er. Srinivas V. Kudva, Chairman and Managing Director of C.P.C. Co. and Canara Workshops Ltd was present on the dais.

LATE V.S. KUDVA FAMILY MEMBERS

Late Srinivas Kudva & Late Bhagirati: V.S. Kudva grew up under the watchful eyes and shadows of his parents and he lived with them till his student days only.



V. Srinivas Kamath (1883-1932): Mr. V.S. Kudva was inducted into C.P.C. Co. as Works Manager and chief engineer in 1926 by Late V.S. Kamath who was a Managing Director. Later he accepted him as his son-in-law. He was also a Managing Director of Mangalore Trading Association (Sharada Press).



Late Sharada Kudva wife of V.S. Kudva was the daughter of Late V.S. Kamath, Former Managing Director of C.P.C. Co. and Former Managing Director of Mangalore Trading Association (Sharada Press)



Sanjiv V. Kudva (1930-1986) was the eldest son of Late V.S. Kudva born on 05.03.1930. Soon after his matriculation education, he joined the C.P.C. Co. He was elected as a Chairman and Managing Director of the C.P.C. Co. on 22.07.1967 and was appointed as Managing Editor of Navabharath Kannada Daily and also the Chairman & Managing Director of the C.P.C. Co. from 1967-1986. He passed away on 15.05.1986 leaving behind his wife Mrs. Vijaya Kudva without any dependents.

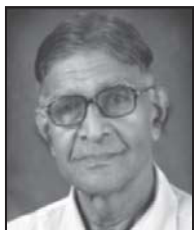


Rtn. Er. Srinivas V. Kudva is the second son of Late V.S. Kudva born on 08.04.1933. After his graduation with a B.Sc. degree in chemistry from St. Aloysius College, Mangalore and a MS in Metallurgical Engineering from Lehigh University in U.S.A he joined the C.P.C. Co. as General Manager and later, he was inducted as Director

of the company. He was married to Ms. Sharada on 23.12.1959. At present he is officiating as the Chairman & Managing Director of Canara Workshops Ltd. He is a active member of Rotary Club of Mangalore Midtown and was the Past President (1981-82). He was also the Past President of Kanara Chamber of Commerce & Industry for a period of 3 consecutive years (1982-84). They are the proud parents of two sons Mr. Premnath and Mr. Vasant and two daughters Mrs. Shaila and Mrs. Neena.



Mrs. Bharati Mallya is the only daughter of Late V.S. Kudva born on 10.01.1936. She completed her primary education at Besant School, Mangalore and intermediate at Govt. College, Mangalore. She is a science graduate (B.Sc) from Queen Mary's College, Madras. She got married on 09.06.1955 to Mr. P.R. Mallya who was born on 10.11.1927. He is a science graduate from Christian College, Madras and a Post graduate M.Sc. (Physics) from Wilson College, Bombay. He served the Shell Company based in Gujarat before it became Burma Shell. Later he joined as the Manager of C.P.C. traffic at the time of company's golden jubilee period. He was responsible for many innovative improvements during that period. Later he was elevated as the Managing Director of P.V. Motors, a subsidiary of C.P.C. Co., Canara Tyre and Rubber Works Ltd, Adhi Sri Cauvery Bus Service and Popular Motors. Mr. Mallya passed away on 03.12.2012. They have two sons Dr. Sathish and Mr. Rajesh and two daughters Mrs. Shanthi and Mrs. Tara. Presently, Mrs. Bharati Mallya is leading a retired life.



Venkatesh Kudva (1938-2012) was the third son of Late V.S. Kudva born on 01.02.1938. He was a engineering graduate from Ruia College, Mumbai. He subsequently completed his post graduation in Metallurgy from Le-high University, Bethlehem, Pennsylvania in 1963. After returning from the United States, he joined the Canara Workshops Ltd in 1964. He served in the Alloy Steel Division for 10 years. In 1964, he started the Canara Foundry and Equipment

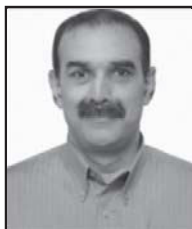
Corporation, a small scale industry involved in fabrication, including work for Mazagon docks Ltd., bus body sheet work, iron work, metal forging, and auto rickshaw axels and springs under the brand Top Cat. In 1968 to meet local needs, he started a dairy. It was South Canara's first organized poultry under the brand Chiggs. He married Ms. Shalini Prabhu in February 1965. He had 3 children Suresh, Suman and Santhosh. He passed away on 07.01.2012.



Mr. Laxminarayan Kudva is the fourth son of Late V.S. Kudva born on 27.07.1940. After his B.Sc. graduation from St. Aloysius College, Mangalore he joined the C.P.C. Co. as Director. He also managed the Navabharath press. He married Dr. Mohini, daughter of eminent auditor Late Umanath Rao on 15.05.1968. They are proud parents of 3 children Mrs. Asha, Mr. Vaman and Mrs. Preethi. Presently he is the Chairman & Managing Director of the Canara Sales Corporation Ltd.



Er. Balakrishna Kudva is the fifth and youngest son of Late V.S. Kudva was born on 05.02.1948. He had his primary schooling at Canara School, Mangalore and high school at Ramakrishna Vidyashala at Mysore. He returned to Mangalore to pursue his pre-university course at St. Aloysius College, Mangalore. He subsequently joined K.R.E.C. (now N.I.T.K) Surathkal and graduated in mechanical engineering. During this period he had a extensive training in Alloy Steel division of Canara Workshops and for a brief period he was a Director of Newspaper Publishers. He assisted his eldest brother Late Sanjiv Kudva in the management of Navabharath newspaper. Later he proceeded to U.S.A. to pursue his post graduation in M.S. Bio-medical engineering from Drexel University, Philadelphia, U.S.A. He tied the knot with Dr. Vidya on 16.07.1972. They are well settled in North Carolina, U.S.A. They are the proud parents of a son Mr. Taejas and two lovely daughters Ms. Sahmitha and Ms. Sowjanya. At present he is actively engaged in software development business. Dr. Vidya Kudva passed away on 22.09.2014 due to brief illness.



Rtn. Er. Premnath S. Kudva is the grandson of Late V.S. Kudva and son of Mr. Srinivas V. Kudva born on 23.05.1963. He is an engineering graduate from M.I.T. Manipal and M.B.A. from T.A.P.M.I. Manipal. He married Ms. Suchitra on 28.10.1993 and are the proud parents of two lovely daughters Ms. Sneha and Ms. Kavya. Presently he is serving as the Executive Director of the Canara Workshops Ltd., Mangalore.



Mr. Vasant S. Kudva is the grandson of Late V.S. Kudva and second son of Mr. Srinivas V. Kudva born on 14.10.1965. He had his primary schooling at St. Aloysius School, Mangalore and high school education in Ramakrishna Vidyalaya in Mysore. He completed his P.U. education in St. Aloysius College, Mangalore. After his B.B.M. graduation from SDM College of Business Management, he joined the C.P.C. Co. as a Director in 1992. He was married to Ms. Prarthana on 04.03.1999 and are the proud parents of daughter Ms. Tanvi. Presently he is managing the affairs of the C.P.C. transport company as Managing Director. It is now renamed as C.P.C. Logistics with its administrative office operating from Baikampady, Mangalore.



Mrs. Shaila Kamath born on 19.09.1959 is the first daughter of Rtn. Er. Srinivas V. Kudva and has a son Mr. Navin. She is presently staying with her parents at Mangalore.



Mrs. Neena Shenoy the youngest daughter of Rtn. Er. Srinivas V. Kudva born on 28.02.1970. She is married to Mr. Premanand Shenoy on 19.10.1994 and he is the Managing Director of M/s Prerana Motors, Bangalore authorised dealers for Tata passenger vehicles. They are the proud parents of two sons Master Nikhil and Master Karan who are pursuing their studies at Bangalore.

M. Gopalkrishna Kudva (1927 – 2011):

He was the son of Late Ganapathi Kudva and Late Tulasi Kudva and nephew of Late V.S. Kudva. He was born on 31.07.1927 in Udupi. After his primary and high school education at Udupi, he joined St. Aloysius College, Mangalore for his B.Sc. graduation course. After his graduation, he pursued his professional automobile engineering course at Madras Institute of Technology, Madras. After his post graduation, joined TVS Motors, Madurai and G.D. Naidu Training Institute, Coimbatore for his practical and technical training.

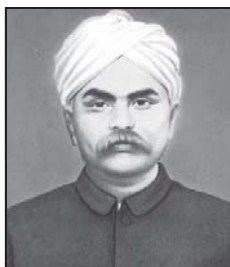


While he could have joined any other engineering firm responding to their lucrative job offers, he preferred to work under the leadership of Late V.S. Kudva, (his paternal uncle). In the year 1953, he joined C.P.C. Co. Ltd as a Chief Engineer. He was popularly called as 'Engineer' by his colleagues as well as by the technical staff members. He not only supervised the C.P.C. fleet of buses and trucks, but also managed the technical and maintenance Dept. of the company very sincerely and efficiently to the satisfaction and appreciation of the management. He retired in the year 1985. Considering his yeomen service rendered to the company, his services were recalled by the management in the year 1987 and he served the company till 2000. During his younger days, he was a active RSS member and also visited Nagpur as 'Sangh Pracharak'. He was happily married to Ms. Sushila. They were proud parents of only son Sudhakar and 5 daughters – Amitha, Thanuja, Latha, Shubha and Chitra. He passed away on 18.09.2011.

LATE V.S. KUDVA FAMILY TREE



**VODERBET SHRINIVASA KAMATH
(V.S. KAMATH)**



V.S. Kamath

15.10.1883 – 15.10.1932

**Managing Director
Mangalore Trading Association
(Sharada Press)
Managing Director
C.P.C. Co. Ltd.
1924 – 1932**

MENTOR

V. Shrinivasa Kamath, Managing Director of Mangalore Trading Association (Sharada Press) and Managing Editor to ‘Swadeshabhimani’ was appointed as a Director of the C.P.C. Co. by the new Board of Directors at its Annual General Body Meeting held on 06.10.1918. He was entrusted with the management and administrative affairs of the company. Following the resignation of Late N. Venkat Rao as Managing Agent on 20.10.1918 the Managing Agency of the C.P.C. Co., ceased to exist from that date although in effect it did not function after the change of the Board of Directors made by the shareholders at their meeting held on 21.09.1918.

The initial stages of Shri V.S. Kamath’s administration in the company was a period full of mental strain and physical stress. He had to face opponents all round. Shortly after he assumed charge of the management, a few of the shareholders, egged on by certain vested interests, created severe problems. Before he could take proper stock of affairs of the company, the stability and security of his designation was questioned and threatened. Civil suits and criminal complaints against the company began to pour in. While the compilation of the accounts was made impossible by civil suits, complaint was made as to non-presentation of periodical accounts.

Attempts were even made to push the company into voluntary liquidation. Simultaneously these vested interests interfered with the discipline of the growing staff of the company; it became increasingly difficult to retain the loyalty and integrity of the staff or issue orders.

At the same time road transport as the most remunerative and rewarding business which attracted several new entrants and aspirants; persons volunteered to float the new companies and competitive services commenced and this too imposed a heavy strain and drain on the financial aspects of the company. The enforcement of greater efficiency was the only way to tackle the situation that was developing. However, the tact, prudence, perseverance, vigilance, courage and determination with which Mr. V.S. Kamath faced and combated all these risky situations earned him success in the business field and appreciation from the public.

By 1923, he had firmly established the company in good and stable working condition and the public evinced greater interest and confidence in the company. The competitors began to bestow enhanced respect towards the company. Notwithstanding the whispering campaign organised against the stability of the company by certain contemporaries. The declaration of rich dividends to its shareholders by the company every year erased the propaganda until the shares of the company became practically as valuable as a gilt-edged security.

Having served with high integrity and without any remuneration for nearly 6 years, he had improved the company's financial condition to a very large extent by building up a reserve of over half a lakh of rupees against a capital which was less than three quarters of a lakh of rupees. The Board of Directors appointed Mr. Kamath as the Managing Director of the company in the meeting held on 03.08.1924 on a remuneration of 1% of the gross revenue of the company. This may be compared with the 4% paid to the original

Managing Agents, and that too, at a time when the collections were marginal and not satisfactory level.

Though the company's administrative stability was achieved, and several new permits and route services were commenced, since the company was considered as the biggest and most stable among the transport owners and operators of the Dist, these very points were used against the C.P.C. Co. to dissuade the authorities from favouring the company with more permit routes for services. Quite a large number of new transport owners entered the field and blocked future expansion and prevented further progress of the company.

The ambition cherished by Mr. V.S. Kamath for the continuous expansion of the company was intense and immense. But in the Dist, the adverse influences were dominant. Outside the Dist, the only direction towards which the company could expand was eastwards into Mysore where the company could not enter and to operate, being a non-Mysorean concern.

To comply with these conditions, new technique was required. Mr. V.S. Kamath was not slow to find and adopt it. Though many persons started new services in the Dist, most of them were somehow unable to function economically, viably and feasibly. Within a few years they came to grief. To develop the company's strength, Mr. Kamath began to acquire them. Interested parties sometimes obstructed effectively the transfer of such purchases into the company's name. In such cases, the purchased unit was continued in its original name as a separate unit. It was eventually merged into the company's fleet when a favourable and suitable opportunity arose.

The latter part of the administration of Mr. Kamath was ear marked by expansion, acquisition and consolidation. Thus he took over Star Motor Service of Mangalore, General Motor Service of Karkala, Karkal Motor Service, Superb Motor Service of Mangalore and so on.

Another ambition of Mr. Kamath was to organise a good workshop for the company. In 1920, he had visited Madras to purchase machines for the workshop. Mr. V.S. Kudva who was then a engineering student of the Victoria Jubilee Technical Institute (V.J.T.I), Bombay had gone to Madras on a study tour. Being distantly related both met by coincidence and they made a survey for procuring lathes and drilling machines for the company. A good English lathe and an American drilling machine were purchased for the company and were transported to Mangalore. But these machines were kept idle. They were laid practically neglected and added to the accumulated scrap in a corner of the workshop. There was no workshop worth the name, except the usual repairs, tools and staff. Materials or the repair and maintenance work were being provided by the local workshop at Jeppu, Mangalore.

Several persons held the post of Engineer in the company. The last Engineer resigned and left the company in 1925. For 1 year the company felt the absence of an experienced Engineer. The repair and maintenance work being attended by mechanics and fitters. At that time, Mr. V.S. Kudva, having left his engineering institute before securing his diploma, owing to the **Non Co-Operation Movement**, had settled in Udupi. He was managing his own small workshop. Mr. Kamath met him and persuaded him to join the company at least for a short period. Mr. Kudva accepted the offer and thus shifted to Mangalore in February 1926. He joined the company as its Works Manager and Chief Engineer for a salary of Rs. 100 (Rs. One Hundred Only) p.m.

Sri M. Sridhar Kudva was officiating as the secretary of the C.P.C. Co. Ltd. He suggested and advocated to Mr. V.S. Kamath and mediated for alliance of his daughter Shantha Bai [Alais Sharada her married Name] with Mr. V.S. Kudva, which he instantly agreed. The marriage was solemnised in the year 1928. The cordial business relation turned into intimate family relation like father-in-law and son-in-law.

In the course of time Mr. Kamath's health deteriorated; he was ailing seriously which was a threat to his life. Still his watchful eyes were there on the company management and in January 1931 the Directors waived their sitting fees for one month. Again they waived their sitting fees from 01.09.1931 to 31.03.1932. Mr. Kamath consented voluntarily to surrender a part of his remuneration to the company which indicates the high sense of his dedication and devotion to duty. Owing to the untiring efforts of Mr. Kamath, the company was placed on a solid foundation. Its progress was assured and also the ambitions cherished by Mr. Kamath for the immense and incessant expansion of the company was fulfilled within a short span of time.

To the deep sorrow and grief of the workers, staff, admirers and friends Mr. V.S. Kamath died of cardiac failure on 15.10.1932. On his death, he left behind not only a large legacy but a large personal liability which he directed to be repaid by disposing off his ancestral property. With his demise the magnificent second chapter in the administration of this company came to an abrupt end. The company paid rich tributes to this great man whose great hard and dedicated work in the initial stages in the field of organised transport sector never be forgotten. The Board of Directors of the company were glad to admit and acknowledge that his soul rests in their fleet unseen and unforgotten.

On 19.10.1932 a meeting of the Board of Directors was held and in the meeting Mr. V.S. Kudva, the Works Manager of the company was unanimously promoted and appointed as General Manager of the company; in a general sense, he was chosen to succeed the Managing Director, Late Mr. V.S. Kamath. Thus the vacuum created due to the demise of V.S. Kamath was filled by Mr. V.S. Kudva.

Thus, Late V.S. Kamath was a role model and a god father for Mr. V.S. Kudva. He played a phenomenal role in moulding his professional and industrial career.

Rtn. Er. SRINIVAS V. KUDVA



Rtn. Er. Srinivas V. Kudva

**Chairman & Managing Director
Canara Workshops Ltd
President
V.S. Kudva Memorial Foundation
Canara Foundation**

A PROFILE

Rtn. Er. Srinivas V. Kudva, second son of Late V.S. Kudva and Late Sharada Kudva was born on 08.04.1933 at Mangalore. He completed his high school education at Canara High School Mangalore and college education at St. Aloysius College, Mangalore wherein he graduated in B.Sc. (Chemistry) and secured a Bachelor degree from Mysore University in the year 1952. Soon after his graduation his father Late V.S. Kudva deputed him to Jamshedpur for acquiring practical knowledge, technical training and gaining experience in the Tata Iron & Steel Co. in steel industry. As a trainee in TISCO he paid a special attention to the coke and coal research. After completion of his training at TISCO, he proceeded to U.S.A. to acquire a specialised knowledge on manufacture of auto leaf springs and enrolled for higher training in Metallurgical Engineering at Le-High University, Bethlehem. He secured his M.S. degree from the university in 1956. He also fully availed this opportunity in learning and practical training in the advanced steel manufacturing technology in the Bethlehem Steel Works which was one of the largest steel plants in U.S.A. During the course of his study at Le-high University, he established good contacts with top executives of the management of Bethlehem Steel Works factory which in turn

helped him to gain extensive technical knowledge of the continuous casting process for steel manufacture.

He also utilised his summer vacation to his advantage by seeking employment in Standard Steel Spring Co. in Gary, Indiana. He acquired a high degree of practical experience in surface treatment, heat treatment and structure of metals. He also visited European countries for a special study on steel and spring manufacturing process on a large commercial scale. After completion of his training mission in U.S.A. he returned to Mangalore as a full-fledged expert in steel and spring manufacturing.

Soon after his return to his hometown Mangalore, he joined his father V.S. Kudva at Canara Workshops Ltd as General Manager. He assisted him in setting up first of its kind mini steel plant in the country comprising of 5 MT arc furnace and country's first vertical continuous casting machine. He also organised the designing and installation of a full fledged laboratory for the steel plant. Following his father's footsteps, S.V. Kudva also was actively engaged in devising innovations in designing, manufacture and inspection in the manufacturing process in the Canara Workshops Ltd.

He was able to apply his knowledge into practice to produce superior quality steel from the mini steel plant. He took over the management of the company on the demise of his father in 1967. He guided it towards the path of progress. He has been instrumental in installing computers in the company very early during the 80's. He is personally responsible for creating the software on which the various systems of the company now run.

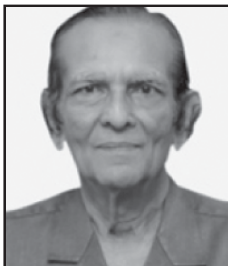
He was a member of the Rotary Club of Mangalore and presently a member of the Rotary Club of Mangalore Midtown. He has served the club as its President in the year 1981-82. He was the Founder Director of the All India Automobile Ancillary Association and Metal Scrap Trading Corporation, and two term as the President of the

Kanara Chamber of Commerce and Industry, Mangalore from 1982-84. During his tenure, Chamber of Commerce yielded good results like establishing a T.V. Relay Centre in Mangalore, Restoration of Mangalore Fast Passenger Train service between Mangalore-Bangalore. He also submitted a representation to the Power and Excise Dept, Govt of Karnataka, for the establishment of K.E.B. Circle in Mangalore.

He was nominated by the Govt. as Founder President of the Kanara Stock Exchange later renamed as Mangalore Stock Exchange, for a period of three years. He was President of the Mangalore Management Association (Affiliated to the All India Management Association) from 1985-1997 for a period of 12 years. Widely travelled, he has wide knowledge of various industrial activities in many developed and some developing countries.

He is the president of the Canara Foundation, Founder of the V.S. Memorial Kudva Foundation and V.S. Kudva Computer Academy. All these institutions encourage and promote education and other community development oriented projects. In the year 1987, he donated very liberally **Rs. 5.00 lakhs** to Vijaya College, Mulki for the construction of Silver Jubilee V.S. Kudva Memorial Science Block. He is the patron of Vijaya College, Mulki and served as the trustee and as a member of the Governing Council of the college.

He is presently the Chairman and Managing Director of The Canara Workshops Ltd. He is also a versatile speaker in both English and Kannada languages and capable of delivering extempore lectures/speeches.



Rtn. Er. Srinivas V. Kudva

**Chairman & Managing Director
Canara Workshops Ltd
President
V.S. Kudva Memorial Foundation
Canara Foundation**

Father I have known from my childhood *To Dad with Love*

Though our family is a Brahmin vegetarian one, we had the only exception that we ate sea food. However, father believed strongly that a non-veg diet is good especially from the childhood. Being in a vegetarian society (with exception of sea food which made its presence in the menu occasionally), we still considered ourselves as vegetarians. While still around 3 or 4 years of age, myself along with my brother started consuming boiled eggs personally shelled and prepared for us by our father which we always relished, while my sister was too young at that time to share this.

Father never applied any type of pressure on his children in their academic career other than organizing a private tutor for boys when our scoring of marks in Progress Report declined. Later, he felt that I needed the better discipline of St. Aloysius College which prompted him to transfer me to their high school at the then “4th form” level. Dad also had a great regard for the educational system of the Christian missionaries from overseas. He used to visit with some of these foreign priests who incidentally were highly educated and visited us carrying various books on literature and on technical subjects like on operation of machines applied in engineering workshops. At home he collected and stored many books on different engineering subjects. He studied the same every night extending the caliber of his ability. At the same time he was also an avid

reader of Rabindranath Tagore of whom he read the poems in original Bengali script. I remember the fun while listening, when he recited in Bengali and then translated it to Konkani language for my personal benefit.

He enjoyed placing his hands on the latest technical things like when he purchased three English songs which were recorded on flexible plastic disks which could even be rolled into an inch diameter roll and still played on opening up!

I always accompanied him as far as was possible, for the car ride. That took me to the persons he visited who were apart from being European missionaries. In Mangalore he was a regular visitor to the Swamiji at the Ramakrishna Mission. When traveling, whenever he halted in a town he located the local Ramakrishna Mission if there was one and made a courtesy call on the Swamiji in charge. He made donations to some of these when he thought fit but in kind, like providing a truck with driver and fuel to help in the construction work of a school at the Ashram. These charitable activities were never formally announced.

My father also leaned towards helping persons financially who ventured into a new enterprise, sometimes himself suggesting an idea and when possible giving help in kind also. A young and successful photographer informed me that the seed for his studio enterprise is a contribution of my father as a gift in the form of an expensive high grade German camera which started him off with a very clear and perfect picture capturing capacity unlike others around. Father never mentioned this to anyone. He himself was an avid photographer, often capturing very good pictures of vehicles, machinery and monuments, wild life etc, the kind that he could use as guide in his day-to-day affairs. The nature and tendency of my father being a very liberal donor and to be helpful to future entrepreneurs usually tempted and prompted some people. They

used to approach him with an unfair mind. Few people who pretended to be starting a project/small scale industry and always succeeded in securing some kind of help. Dad however did not show any revenge or grudge on the subject and never addressed such persons as a cheat or fraudulent. He only noted this kind of nature in some people and learned to avoid them. Once the event was over, he would have a good laugh over it.

He himself however never looked up for any kind of help. For instance, when he needed to have an operation for which he had to proceed to Madras. He travelled alone and checked into Madras Woodlands Hotel whose proprietor was his good friend. He was shocked to learn that Mr. Kudva had travelled alone to Madras for a emergency surgery of some ailment, which he was suffering. He had neither informed anyone in Mangalore nor at home. He maintained secrecy of his visit to Madras. The gentleman took it upon himself to make the then difficult “trunk calls” on the phone to Mangalore to keep my mother aware of dad’s health condition and progress in the hospital. He had taken good care of him during that time.

I used to accompany him when he proceeded to the proposed Mangalore airport site along with the then D.C., meeting the land owners and helped to organize the surveying and gentle fair acquisition of the required land for the airport. The only person who complimented him for his untiring selfless work was the D.C. of British origin. Such public service was part of his routine life spending much time in upgrading civic life. I frequently accompanied him to his regular visits to Mulki Venkatramana Temple, but he did not participate in any religious rites such as pooja or other such activities. He was always in conversation with some of the senior persons around. I did not pay any attention to their conversation but I felt it had something related to the public service activities

around perhaps primary education facility at his native place. However, I also observed that my father insisted that his donations and personal aid should neither be published nor crave any recognition or credit for it.

Dad in those days was also a father figure to many of our industrial workers. I had noted in my younger days that many workers who had domestic disputes used to come to settle those disputes to my father. It seemed they used to abide by his advice since he never passed any judgment but only offered counseling for mutually suitable agreement. This trend seems to have waned with modernization creeping in.

In addition to all this, his daily activity included studying from engineering books. When he realized that there was no competent architect or building construction expert around in those early days. He was only a mechanical engineer. He purchased civil engineering books and special books on reinforced concrete cement design. This led to the development of some peculiar designs of buildings good for our coastal weather and monsoon conditions.

He was a strict disciplinarian. I learnt sincerity and punctuality in business which is the two pillars for a successful industrialist and also maintenance of standard and quality in the products manufactured. He valued his time and planned his time meticulously discharging the utmost within every day's available time. Also man for economy, he used to delight in redesigning items to a lower costing product, Like he would redesign a foot square pillar to half foot square and would explain that it is also easier to transport or reposition. It can be located from place to place with ease if need be. Such economy was vital in a location that is hard up in finance and materials. This made it possible to do much more with lot less.

By virtue of his basic attitude on how education in the country needs to be shaped. Father took a lot of interest in my higher education. He believed that metal processing as then taught in India was combined with mining metallurgy whereas dad wanted that this be bifurcated into metallurgy separately from metal processing as was done in the USA. Hence he proposed that my advanced education must be in the USA where he chose “Metallurgical Engineering” at Lehigh University in Pennsylvania. In preparation during the time available till the start of the term at Lehigh he managed to have Tata Iron and Steel Co. in Jamshedpur to accept me as a short duration trainee which he felt would give the necessary background. At his suggestion again I took a summer job at a spun pipe making foundry. For the following two summers he was able to request suppliers of shot peening machine (M/S Wheelabrator) to Canara Workshops Ltd. to allow summer job at their factory. Later at Standard Steel Spring company in Gary Indiana. All of these summer activities gave vital training in the area of interest to us. Later on when the regional engineering college was being set up in Surathkal Mangalore, he exhorted them to start metallurgical engineering as a subject without diluting it with mining metallurgy.

LAXMINARAYAN V. KUDVA



L.V. Kudva

**Chairman & Managing Director
Canara Sales Corporation Ltd
Mangalore**

A PROFILE

Born on 27.07.1940, son of Late V.S. Kudva, Pioneer and Doyen of Automobile Industry in South India, and mother Late Shantha Kudva, daughter of Late Voderbet Srinivas Kamath. He was married in May 1968 to Dr. Mohini Rao, he has 3 children – daughter Mrs. Asha, Audio Speech Therapist, now in New Jersey, U.S. with husband Mr. Sunil, an Engineer & Marketing Officer in Lucent with Son Sachin. Son Mr. Vaman, an Engineer in Polymer Science is settled in Mumbai and is having a polymer Rubber factory at Thane. He is married to Ms. Aarti and they have a daughter Niharika. Daughter Mrs. Preeti, practicing Architect is married to Mr. Viraj Pikle, an engineer in I.B.M. and they have a son Kunal and they live in Houston, U.S.

EDUCATION: Primary Education at Canara Elementary School, Kodialbail, Mangalore till II Form or VII Class. High School education at St. Aloysius School. B.Sc. graduate from St. Aloysius College (1960). Entered M.I.T at Manipal for Engineering for a short period of 4 Months and then studied at K.R.E.C. Surathkal as the First Batch student. He was the President of Student Union of K.R.E.C for four years from 1960 to 1964. Discontinued in the final year to join the family business as the Managing director of The Canara Sales Corporation Ltd on the demise of his father Late V.S. Kudva. He still continues to be the Chairman & Managing Director.

PROFESSIONAL LIFE & ACTIVITIES: The first Diesel Car was produced in C.P.C by converting petrol Oldsmobile car with 6 cylinders Truck Engine with active co-operation of his cousin and Engineer in the C.P.C Co. Ltd, Sri M. Gopalkrishna Kudva. Later on replaced petrol engines on Petrol Standard Vanguard car, Bedford 10 seater Van with 3 Cylinder Diesel Engines. The dieselisation was made in 1952 to 1956 when there were no diesel cars available in South India. These cars and vans attracted a large amount of public appreciation and attraction

He also worked in Navabharath Kannada daily, which was published from Mangalore. He put in his work in almost every departments of the Navabharath as journalist, photographer, reporter covering daily news in the district, sub editor to printer and technician in the Rotary printing department and photos and block making dept. The weekly Kannada column maintained by him “Nimma Prashne Ge Sphatkar Uttara” was quite popular with the readers. Awards were organised under Navabharath Daily for Tulu Dramas & Tulu Films.

Worked in Canara Workshop Laboratory and took active part in export project of springs and in sales touring all southern states of India. Worked in Canara Sales Workshops as service personnel in the servicing of Studebaker and Dodge Commercial Vehicles, cars.

Managed Transport Companies - The Adi Sri Cauvery Bus Service Ltd, Modern Motor Service of Mysore Pvt. Ltd., till they were nationalised. Managed as Director of Canara Auto Repairs of Mangalore Pvt. Ltd now known as Canara Automotive Company Pvt. Ltd. He now continues to be the director of the Canara Automotive Company Private Limited. He was the Director Managing The Modern Motor Service of Mysore Ltd with its Bus operations in Mysore and Mercara districts till the Bus route operations were nationalized by Karnataka Government.

He was the President of Canara Foundation for 4 Years. During this time he helped scholars, among whom a number of Konkani Speaking candidates to go abroad for pursuing their higher education with grants or Loan scholarships for Travel and or Education. During that time there were hardly such facilities available in India.

In the 1970s and 1980s he was the President of Karnataka State Automobile Dealers Association for 5 Years and was the Vice-president of the Federation of Motor Parts Dealers Association FIASPADA for one year.

President of the South Kanara Road Transport Association and he still continues as the President of the association. Initially started uniting the Bus and lorry operators of South Kanara the association now continues as the association of Car and Vehicle owners of South Kanara.

HOBBIES: Collecting Stamps, Coins. Voracious reader of books and always bought the books that he read making a library out of these books collected. The library consists of books on Religion, Philosophy, Scriptures, Novels, Medicine, Technical Engineering & Chemical Books, Thrillers etc.; the library had Kannada Books and the complete books by Shivaram Karanth; however Late V.S. Kudva donated them to the Vijaya College. Photography, Computer Hardware and Software developing. Internet surfing and communicating with a large number of persons on the net. Had active interest in Numerology, Horoscope reading & Hand reading during his working in Navabharath Kannada daily.

FAMILY: Along with his father he was managing the Automobile Transport Company and Automobile Workshop, which took its toll in his academic performances in the college, and he became an average performance student. All the children of L.V. Kudva had an extremely good star studded academic performance, which

made them rank students from their kindergarten classes to Graduation level. Contented family life with Wife Dr. Mohini Kudva, Daughter-Asha, Post graduate in Audio Speech Therapy and wife of Mr. Sunil S Shanbhag, Grandson Sachin son of Sunil & Asha, Vaman Kudva-son, Engineer, who has established a Rubber product factory settled in Bombay married to Aarti daughter of Sri C N Prabhu & has Niaharika his daughter, Preeti-Daughter working as Architect in Houston US, married to Viraj S Pikle working in IBM. Both daughters settled in US and has a son named Kunal. All the grand children are having extremely brilliant performance in their school.

PERSONAL QUALITY: Extrovert, jovial and eager to mix with the crowd. Political: Nationalist without any party affiliation with friends in all political parties. Loves family & relatives and continued interactions with them. Unorthodox in religious matters.



L.V. Kudva

**Chairman & Managing Director
Canara Sales Corporation Ltd.
Mangalore**

VAMAN KUDVA MY UNIVERSITY

I went through while studying in Mangalore, schools and Colleges affiliated to Madras, Mysore and Karnataka Universities as a result of State reorganisation and transit of Dakshina Kannada from Madras state to Karnataka. That was my journey of knowledge seeking to become a graduate. But my real power of knowledge grew multiple folds in what I say as Vaman Kudva University or the huge group of Vaman Kudva's friends, followers, associates all from literary pundits, poets, novelist, journalists, business community, Religious leaders and politicians, who converged at Vaman Kudva's house to meet, argue and discuss. I was fortunate to learn a lot in this university.

I always had to be near my father as his errand boy to help him around. During my early years I was his Gindemani (Valet) doing all his errands. This period gave me an opportunity to watch and hear all those personalities who flocked around Vaman Kudva. He was Managing transport Company, saw mill, Workshop, Insurance Company and the press which published Navabharath Kannada daily, Saraswath Konkani daily and Sarvodaya Sri K.K. Shetty's Kannada weekly.

The workshop and transport company brought a large number of individuals who owned workshop and transport services seeking advice. I had opportunity of meeting these business people and started to learn the fundamentals in workshop and transport. Vaman

A Crusader, Stakwart & A Campaigner

Kudva had very close interaction with Dakshina Kannada Collector [DC] and huge lot of Govt. officers who used to Visit his house to meet Srinivas Mallya MP for whom Vaman Kudva's home was the Mangalore camp office. I was also growing up to be a boy in High School and then progressed into college. More than my school or college My father's flock of visitors consisting of Govt. officers, politicians, almost all literary vidwans like poets, writers, story writers, text book authors was my learning ground and more than an University to me where I learnt and earned the best knowledge. My knowledge, personality and behaviour took shape from this training in this Vaman Kudva University.

Dr. T.M.A. Pai - Madavamam as he was known was frequent visitor of Vaman Kudva. I had the good fortune and privilege of listening to the two great personalities talking discussing and joking. My father encouraged and gave me the old car and a diesel engine. It was the first diesel car in Mangalore. I took great pride in showing off the diesel car to Madavamam. I had put diesel engines in another car and mail van of CPC. Many times I was asked to drive down Madavamam to Manipal from Mangalore, which I did with pleasure in the old Oldsmobile car which had diesel Engine fitted by me. Throughout the trip to Manipal he was not asleep and did not rest. On the way to Manipal Madavamam went on talking about all the places we passed on our way. He taught how money can be earned by lowering expenses. Have your bath water at slightly lower temp and the firewood saved will be thousands of Rupees by one year. Save the money in Bank deposit to become a millionaire. I learnt a lot of economics and finance from Madavamam. Dr Pai and Vaman Kudva together founded the Canara Banking Syndicate. They spoke about Finance and economics. All that was education to me.

Sri Manjeshwar Govinda Pai later recognised as Rashtra kavi, Kudpi Vasudev Shenoy who became famous with his books Ondane Male - small books with Kannada dramas which were rib tickling comedy

dramas, Hurali Bheem Rao journalist and newspaper owner, Sri K.K Shetty - editor and owner of Sarvodaya Kannada paper printed in Vaman Kudva's Press Navabharath, Hira Mallya Kannada author, Shivaram Karanth the literary giant and press owner and I can name many more number of authors, poets, journalists. Shivaram Karanth had given me his complete set of published books. The books included Novels and Story books, Kannada Science volumes. I was maintaining these books and added later on additions from Karanth. These Books Vaman Kudva later on donated to the Mulki Vijaya College Library. I had big collection of Coins and currency of various countries. My father donated these also along with the Library books of Shivaram Karanth to Vijaya College Library.

Vaman Kudva actively took part in the Navabharath Kannada daily and it's editing. As its Editor he wrote numerous articles and reviews. The Navabharath readers sought his articles out. It is remarkable that he could find time to do this with his multifarious tasks of looking after and developing the Transport Company and Industry that he had started. His Kannada book on Automobile Engineering, which involved the complete theory and practical of Automobile maintenance, was the only one in this subject, sought after by all polytechnics and schools. He started training classes and diplomas in Automobile Engineering in CPC his transport Company. The people who came out of this training scheme were later found to become Service Managers and Managers in Premier Automobiles and State Transports.

The world war and the consequent petrol shortages were a big setback to CPC. Vaman Kudva purchased large numbers of Indian army disposal trucks and modified to make the CPC fleet. He imported Meadows and Perkins Diesel engines to change CPC fleet into a cheaper diesel consuming fleet. Some small truck operators sought such Lorries from CPC and Vaman Kudva obliged them.

For me listening and being a coffee bearer to all visitors of my father, bringing umpteen numbers of coffees from my mother's kitchen was a god given opportunity. Without noticing it I found my knowledge and literary powers grew. I had the unique experience of hearing Govinda Pai in his loud bassy voice recite his Golgotha and other poetry. I was lucky to hear Kudpi Vasudev Shenoy discuss his literary works and dramas. I was enthralled by Huruli Bheema Rao discuss Kannada newspaper production with my father. There was Hira Mallya's soft-spoken talk about the political situation. B V Baliga who was a drama artist, author and Konkani paper editor had regular presence in the Vaman Kudva group which met regularly. He contributed a lot of articles in Vaman Kudva's Navabharath.

Ullal Srinivas Mallya was a very close friend to Vaman Kudva. He always used our house and my father's office as his Mangalore camp. Mallya was a Congressman. My father though a close friend of Mallya never got involved in any political party or politics. As editor of Navabharath he reported the happenings in Political circle. He wrote speeches for Mallya. Sri Mallya, Sri R. Sreshta and Sri A S Adke PWD Engineers were all a group which worked together.

Sri Mallya and his friends and followers with Vaman Kudva joined together to acquire the land for the construction of the Bajpe aerodrome. They convinced the landlords to surrender their land to Government for the Bajpe aerodrome. He took the help of Vaman Kudva's Bajpe doctor friend Dr. Ranganath Kamath to contact the Bajpe land owners. Kudva family, the cloth merchant in Mangalore Devidas Girdharlal Chandrana's family and Auditor Umanath Rao's family accompanied Vaman Kudva almost on weekly weekend visits to Bajpe area to meet the landlords and convince them to surrender their land to the Government to build an airport. It was picnic day for us during Bajpe visits.

Mallya and his group consisting of PWD Engineers Dr A S Adke

and R. Sreshta worked to realise the Mangalore port and the Karnataka Engineering College at Surathkal. With Lal Bahadur Shastri who was central minister this group worked at getting all the coastal Bridges across South and North Kanara Rivers built to have the coastal road.

A lot of people at all levels of community like Communist leaders Shantharam Pai and S N Holla, Jan Sangh Corporator C G Kamath, Mara Pakkala the fisher folk leader, Puttur Siddiqui Sahib landlord, Sri K K Shetty who ultimately became the Congress President, Politician Suryanarayan Adiga, B Vaikunta Baliga, Manel Srinivas Nayak, K S Hegde, Shanker Alva, Nagappa Alva all were calling on Mallya and Vaman Kudva. There were regular meetings and discussions at Vaman Kudva's residence and office. I was there helping my father as a helper and increasing my knowledge of a variety of people of different religions and social levels.

Vaman Kudva was a regular visitor at Ramakrishna Ashram in Mangalore. He visited these Ashrams in Mysore, Calcutta and many places. Swami Sri Adidevanandji of Ramakrishna Ashram liked to talk and discuss with Vaman Kudva and used to have discussions for long periods. Whenever he went to the Mangalore Ashram I had to go in his car and wait for him at Ashram premises. I had to keep his car ready when he was inside the Ashram.

Sri K K Pai, Sri T A Pai and T Ramesh Pai all visited Vaman Kudva and held discussion on Politics, Finance, Religion, Our Temples, our Community and a large number of issues. By listening to these great people talk, argue and discuss I was getting all the knowledge free.

I remember the days my father took me to Canara Workshops at Maroli and made me take photos of the new building, steel mill and rolling mill. He made me take the snaps from a height of 30 ft by my climbing the concrete columns built for the steel mill casting furnace.

When he wanted to capture the building photograph of the middle from at a height, he put me in a wooden box which was hung over the place by the overhead crane at a height of 30 ft.

I think myself and my mother were required to run errands daily for my father. We had to be constantly at his deck and call and grew close to my father. In January 1967 Dr Venkat Rao had estimated only 6 more months of life left for my father on account of his deteriorating heart condition. On 30th June 67 while having his medical check up at home Dr. M S Prabhu was disturbed observing his condition. He sent me to Kankanady Hospital to Dr. Venkat Rao for his advice and medicine. Dr M S Prabhu was feeling the situation was going out of his hand. I had returned with medicines to hand over to Dr M S Prabhu and I was called in to see my father. He held my mother's hand in his hand and was just inquiring where was Babbi (That's me?) He was waiting for my return and when I appeared before him he looked at me, smiled, recognised me and that was his last moment and he breathed his last and reached the Almighty. He had waited till I returned to depart.



Er. Bakki Kudva

Er. Balakrishna V. Kudva

12 Dairy Gap Road

Asheville, NC 28804

(828) 242-4795

bakki.kudva@gmail.com

MY ANECDOTES FROM & RUMINATIONS ON THE LIFE OF LATE VAMAN SRINIVAS KUDVA

Being the youngest son I had the least amount of time spent with my dad. There are however memories and impressions that have lasted a lifetime. When I think of him a few traits come to mind.

1. Hard work
2. Decisiveness bordering on stubbornness
3. Entrepreneurship and vision
4. Very strong belief in the value of education
5. Antithetically a lack of belief in religion and all things spiritual
6. Strong sense of honesty, loyalty, fair play and social justice
7. Acute insight and foresight

I will elaborate on these drawing from my experiences and his own words expressed in a letter I discovered which I am attaching to this document (Page No. 168). During my visit to India in 1984, I decided to appropriate some books from dad's library, all technical in nature. As I was thumbing through these books an unfinished and hence I suspect undelivered letter by him fell out from one of the books. It was dated 1959 and addressed to Sanjiv Kudva, his eldest son. The letter illuminated and expounded many impressions I had about him as well as informed me on some new ones.

1. Hard Work.

My guess is that growing up in the era of the great depression imprinted on him the value of hard work when nothing ever was gained without enormous effort. I quote from his letter, "As my temperament suited a lonely life and as I had developed simple habits I was quite happy especially because I always engrossed in the work on hand and had no attractions towards recreations of any sort such as cinema etc." This was his life shortly after he joined C.P.C. as an Engineer in 1926 and he was only 27 years old. In addition to the hard work at C.P.C. he also went to Sharada Press to publish 'Swadeshabhimani' which he had been publishing since 1923 from Udupi. He continued this frantic pace all his life and I experienced firsthand the effects of his 'engrossment' in work and the resulting absentmindedness. When I was may be 4-5 years old I would ride with him to Canara Workshops. I would play in the fields, climb the cashew trees and run around the shop floor. One time as I was playing out in the fields I saw my father get into his car and simply drive off without me! I ran to the gate but by the time I reached he was long gone. Despite the best efforts of the staff the bawling kid was inconsolable. I thought that perhaps I would never see our home in Kodialbail again. Short time after he left dad realized his mistake and returned to Maroli which to me had felt like an eternity.

Occasionally dad would take me with him on the long business trips to Mercara, Mysore or Bangalore. On one such trip something came up which needed him to go to Madras. He decided that it would be better for me to stay with some friends of his in Bangalore. So I ended up with the Mathias family for a few days. I remember some things vividly from that experience. One is that the Mathias's had a Desoto car (yes even then at 4 - 5 age I knew my cars, which cars had what type of wipers and I could readily demonstrate how the wipers went with my index fingers of both hands). The Mathias's spoke Christian konkani which was understood but I found it peculiar

that when they didn't want me to understand something they were saying they would switch to English which I did not understand. But if the topic was of extreme sensitivity they would actually spell the words for double encryption. Moral of both stories is that dad was truly absorbed in his daily work of the companies he was managing.

2. Decisiveness Bordering on Stubbornness

When I was older I remember him telling me that the first gut response to an issue usually is the correct decision. He would make a decision and stick to it steadfastly. I am sure during his life some of his decisions may have come back to haunt him but I am equally certain that he made the right call on a vast majority of them. I don't have all the facts on this but his decision to stick with Dodge, Fargo (Premier Automobiles of Walchand Hirachand Group) out of loyalty and pass on later brands such as Mercedes Benz trucks, Ambassador Cars etc may have cost him and the companies. Again this is simply an observation on my part without any inside knowledge. But when tested against my own life, NOT being decisive and sticking to my first gut feeling has cost me more than a dozen times on large life altering issues. Some call this the wishy-washy decision making process and I am quite guilty of paralysis by analysis.

3. Entrepreneurship and Vision.

If nothing else, dad was a consummate entrepreneur with a sweeping vision and prophetic insight. There is a label for such individuals in the US - 'serial entrepreneur' - a moniker born out of the Silicon Valley boom. I don't even have a count of the number of companies he founded. In the letter there is a telling sentence, "If I had not started the Insurance Company, that alone could have had brought me at least a lakh till now." It clearly shows him risking his own income to start a new company for the benefit of others. He further states "To achieve something of service to the country has

been my one ambition and that has guided my decisions throughout". I only found out very recently that dad was one of 3 founders of one of the largest banks in India - The Syndicate Bank. The following is a quote from the Syndicate Bank website.

“ Syndicate Bank was established in 1925 in Udupi, the abode of Lord Krishna in coastal Karnataka with a capital of Rs. 8000/- by three visionaries - Sri Upendra Ananth Pai, a businessman, Sri Vaman Kudva, an engineer and Dr. T.M.A. Pai, a physician - who shared a strong commitment to social welfare. “

He founded the bank a year before joining C.P.C. as the Works Manager.

1949, the year of my birth was also the year of birth of the Rotary club of Mangalore. Dad was the founder President. Here is a quote from the website of the Rotary club of Mangalore.

“The first meeting of the provisional Rotary Club of Mangalore was held at the meeting hall of Canara Public Conveyance Co. Ltd. at 5:30 pm on 1st September 1949 where the constitution and byelaws of Rotary Club of Mangalore were adopted. Rtn. V. S. Kudva was the founder president and M. Venkatesh Pai was the founder secretary.”

4. Very Strong Belief in the Value of Education

When I was a kid I would go to my dad's office in Kodialbail. There I would play while he conducted business. For me the office stapler would become a car or a bus and a clear strip of his desk would be the road with mountains of paper on all sides. For the most part he let me play and ignored me. Sometimes even the 5 year old would stop play and observe the goings on. Some of these memorable events were of employees who came to him looking for help. One request which he always seemed to fulfil was for school or college tuition. He always asked the employee making the request to bring the child's marks cards. He would study them thoroughly and if

My Anecdotes from & Ruminations on the life of Late V.S. Kudva

satisfied write them a check on the spot. This may have led him to create the Canara Scholarship fund for study abroad. Many years ago we were in Philadelphia and my wife was taking the ECFMG exam for doctors wanting to practice medicine in the US. As I waited outside the exam hall I noticed another Indian gentleman and we struck a conversation. By a coincidence he was also from my college K.R.E.C. and from Mangalore. When he heard my name he asked me if I was related to Mr. V.S. Kudva. I told him that I was his son. He told me that he had come to the US to study on the Canara Scholarship. He was very grateful to my dad. I had never felt so proud as I did then.

5. Antithetically a Lack of Belief in Religion and All Things Spiritual

The statements I am about to make are mostly based on my observations or the lack of them. I have observed my father donate to any number of causes such as education, service clubs but never a donation to a temple. He never talked about religion or god with me. My mom did perform poojas and sent me to the garden to pick flowers for the pooja. She even bought me a toy pooja set with toy lamp, toy bell, toy tray etc. So religion at the time for me was more of a child's play than serious contemplation of Universal truths. Over the years my own ideas & views crystallized into secular humanism or atheism take your pick. Perhaps the lack of indoctrination at a young age also played a part in it. I love this bit from the Hitchhikers Guide to the Galaxy by the inimitable Douglas Adams.

***“Answer to the Ultimate Question of Life, The Universe, and Everything** from the supercomputer, Deep Thought, specially built for this purpose. It takes Deep Thought 7½ million years to compute and check the answer, which turns out to be **42**”*

6. Strong Sense of Honesty, Loyalty, Fair Play and Social Justice

I know for fact that these are qualities dad had in spades. As far as

honesty I quote him from his letter, “When first time I went to St. Joseph’s asylum workshops for placing orders, the foreman there asked me what margin he should keep for me in the bills. This clearly showed that my predecessor was being paid something on the bills. I told him to see that the bills of the company should be made at the lowest possible and nothing is to be paid to me. At that time my salary was Rs. 100 only. I have maintained this integrity throughout my life. It has paid me well. I have carried the confidence of everyone.”

His loyalty and trusting nature also delivered him the greatest blow of his life. A Mr. Babu Rao, the Accountant of C.P.C. who had cheque signing authority embezzled the company out of a huge sum of money. When he was caught he testified that he had done the deed at the behest of dad and had shared the money with him. For someone who holds such a high ideal of honesty this accusation must have been a spear through his heart. Fortunately for dad another habit of his of keeping meticulous details in diaries of his life. This saved the day for him when most of Mr. Babu Rao’s testimony on meeting dates, events etc were easily refuted by the facts and figures in dad’s diaries.

His efforts in improving the lives of Mangaloreans and people of South Kanara show his sense of social justice for all. His efforts in bringing the Karnataka Regional Engineering College (K.R.E.C), Surathkal demonstrate his commitments to this cause.

Here’s a quote from the Wikipedia entry for National Institute of Karnataka.

The foundation stone for Karnataka Regional Engineering College (K.R.E.C) was laid on 6 August 1960, at Surathkal. It was made possible through the efforts of U. Srinivas Mallya and V. S. Kudva and the area is now called Srinivasnagar in his honour.

7. Acute Insight and Foresight

Dad's letter to Sanjiv shows his analysis of the conditions in India in 1959. The predictions for the future demonstrate both his insight and foresight. He says, "Others are able to plan large schemes (projects) because of their being able to command money. We are not in a position to command money. This difficulty of ours has to be made good only by hard work". He hammers home the point that honesty and hard work are the main avenues for the Canara group of companies to raise capital and succeed.

He shows his foresight when he says, "We are in a developing national economy and we are handling products under government restrictions and scarcity conditions. These cannot last long. Competitive period must come and for the competition period we must prepare now only. The only way we can meet competition is by expanding and establishing ourselves firmly. For example, the question of Nagpur factory. Take the map of India and look at Nagpur. It is practically the centre of India both as railway and roads radiate from Nagpur. The distribution of springs from that place will be most efficient, as we are holding practically the monopoly of spring we supply to any distant place. We will lose this position the moment..."

The letter abruptly ends here as if someone interrupted him and he never got around to finishing it. Regardless from what little he has penned down in that letter one can learn a lot about this man.

Rtn. Er. PREMNATH S. KUDVA



**Executive Director
The Canara Workshops Ltd
V.S. Kudva Rd, Maroli
MANGALORE - 575 005**

Rtn. Er. Premnath S. Kudva

A PROFILE

Rtn. Premnath S. Kudva is the grandson of Late V.S. Kudva, Founder of Canara Workshops Ltd. He was born on 23.05.1963 at Mangalore to his parents Rtn. Srinivas V. Kudva and Mrs. Sharada Kudva. Presently Rtn. Srinivas Kudva is serving as the Managing Director and his son Mr. Premnath Kudva as the Executive Director of the Canara Workshops Ltd.

He completed his pre-university education at St. Aloysius College, Mangalore and graduated from the prestigious Manipal Institute of Technology, Manipal with a Bachelor degree of Engineering in Industrial Production. Soon after he joined T.A. Pai Management Institute (TAPMI), Manipal and pursued and completed his post graduate diploma in management in the field of marketing.

In 1986 he joined the Canara Workshops Ltd Co. which was founded by his grandfather Late V. S. Kudva and was inducted into the Board as an Executive Director on 09.06.1992. He was instrumental and responsible in recreating the brand Image of “Canara Springs” and strengthened the marketing dept. of the company by implementing a innovative strategy, which grew considerably as the market leader and has captured market all over India. Under his dynamic leadership the company’s turnover has

increased substantially. The year 1993 marked the Golden Jubilee celebration of the company. In commemoration of this memorable event he had organised a grand function befitting the great occasion.

He is also involved in the social service activities. He was elected as a Charter President of Rotary Club of Mangalore Central on 01.03.1987 at the very young age of 24. He is engaged in the club actively by attending the weekly meetings of the club. The club has completed its successful 27 years in the field of community service. He founded the Rotary Mangalore Central Foundation on 11.11.1996. He is the President of the Foundation since 2006. It carries out Chairtable activities on behalf of the Rotary Club of Mangalore Central.

He is the secretary of Canara Foundation which was founded by Late V.S. Kudva in the year 1960 and a Trustee of V.S. Kudva Foundation established for the promotion and progress of education in the Dist. Both the foundations are involved and engaged in charitable activities and help the meritorious students to pursue their higher studies. He is also the Registrar of V.S. Kudva Computer Accademy since 1993.

He married Ms. Suchitra on 28.10.1993 and they are the proud parents of two lovely daughters Ms. Sneha and Ms. Kavya.

LATE V.S. KUDVA'S FRIENDS



Ullal Srinivas Mallya (1902 – 1965), a businessman and a freedom fighter joined the C.P.C. Co. as a Director. He was on the board from 25.10.1939 to 03.11.1951. He resigned from the company board in view of his election from Udupi Lok Sabha Constituency as a Member of Parliament (1952 – 1965). Mr. V.S. Kudva advised and motivated Mr. Mallya to enter the field of politics and helped him in his long political career and thus satisfied his political thirst. In turn Mr. Mallya helped Mr. Kudva to secure required industrial licences from the Central/State Govt. He also ensured that all his proposals were drafted and recommended for the economic and commercial development of S.K. Dist. such as Roadways, Highways, Railways, Bridges, Airport, Sea Port, AIR station and Engineering College which were forwarded by him from Kanara Chamber of Commerce & Industry when he was its President from 1947 – 1950 were successfully implemented. Whenever Mallya visited Mangalore he used to camp at Kudva's residence. They were very close friends and regarded themselves as brothers. Both were inseparable and worked together for the all-round progress of the dist. The K.R.E.C. Surathkal (now N.I.T.K.) campus is named after him as Srinivas Nagar in his fond memory. His statue has been installed in the N.I.T.K. campus and N.M.P.T campus and at Kadri, Nanthoor, Mangalore. The Port entrance was named as 'U.S. Mallya Gate'.



B. Vaikunta Baliga (1895 – 1968) a freedom fighter and a leading advocate of Mangalore. He was a legal consultant for the C.P.C. Co. He played a pivotal role in drafting the agreement for all the transport operators to form a Combined Booking Agency in the year 1933. He also served the company Board as a Director from 19.10.1932 – 10.07.1938. He

also served as the President of Kanara Chamber of Commerce & Industry in 1945-46. During his tenure, he persisted in the development of infrastructure facilities in the Dist such as Roads, Bridges and Transport facilities and hydro-electricity power in the Dist and paid attention to various issues relating to trading community. He was the Charter member of Rotary Club of Mangalore (1950). Later he was elected as M.L.A. and was appointed as the Law Minister and also officiated as a Speaker of Mysore State Assembly from 1962 - 1968. A law college has been established in 1957 at Udupi in his memory by Academy of General Education, Manipal.



Attavar Balakrishna Shetty (1883–1960)

well known as A.B. Shetty, M.L.A. a Politician, Philanthropist and a entrepreneur was a erstwhile Minister and served the Madras Presidency & Madras State. In the year 1931 he founded Vijaya Bank. He was also a Director of C.P.C. Co. from 1918-1923. He joined hands with V.S. Kudva in establishing a board school at Mulki. The Pandeshwar, Mangalore Circle is named after him as 'A.B. Shetty Circle' and a Dental College managed by Nitte University is named after him.



Justice K.S. Hegde (1909-1990)

was the leading advocate, public prosecutor (1947-1951) and a Rotarian and a Charter member of Rotary Club of Mangalore. He was later elected as the Rajya Sabha member in 1952 and a Supreme Court judge in 1967 and was elected as Member of Parliament from Bangalore Constituency. He was also elected as a Speaker of Lok Sabha from 1977-1980. His son Dr. Vinay Hegde was the Sales Manager in Canara Workshops from 1961 to 1970. A medical college - K.S. Hegde Medical Academy has been established in fond memory of his late father.

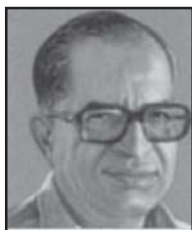


Manel Srinivas Nayak (1913-1991), a leading businessman and Congress M.L.A. of Mangalore in 1967-72. A leader in the spheres of Commerce and Politics Late Nayak was a well known name in Mangalore. He was a President of Mangalore Municipal Council, President of Kanara Chamber of Commerce & Industry in 1958-59. During his time, the district achieved and recorded commendable progress in the development of Roads, Bridges across the rivers Netravathy, Gangolli, Mulki, Udyavara, and construction of National Highways. Simplification of Sales Tax rules and other grievances of the members were brought to the notice of the Govt with a recommendation to resolve the impending issues very speedily. He was a Director of Canara Bank and President of Besant Women's College Trust, Mangalore. A management college is named after him as '**Manel Srinivas Nayak Memorial Besant Institute of Post-graduate Studies**' in 1999 at Bondel, Mangalore which is managed by Besant Group of Educational Institutions.



Padmashree Dr. T.M.A. Pai (1898-1979) a Doctor by profession who ventured into banking and education is called as the 'Architect of Manipal'. He was the classmate of Mr. V.S. Kudva during his studies in Mission school, Udupi and intermediate course at Govt College (now Mangalore University College). Later they joined together and served Syndicate Bank as Founder Directors in 1925. Dr. Pai continued till 1967 and as President from 1939 - 1961. He was the Registrar of Academy of General Education, Manipal till 1979 and established M.G.M. College (1949), Udupi Law College (now Vaikunta Baliga Law College) (1957), Kasturba Medical College (1953), Manipal Institute of Technology (1957) and various professional colleges in Manipal. He was the Charter President of Rotary Club of Udupi-Manipal in 1958-59 and later elected as the Dist Governor in the

year 1964-65. They used to meet frequently and their friendship prolonged for 50 years. The educational institutions established by him have been accorded a deemed university status and it is called as Manipal University.



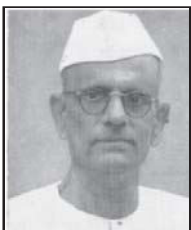
Padma Bhushan T.A. Pai (1922-1981) was the DK Dist Congress Party President in 1955, Managing Director of Syndicate Bank from 1962-1964, Founder Chairman of Food Corporation of India in 1965, Chairman of L.I.C. in 1970. He was also the Rajya Sabha M.P in 1972, represented Udupi Lok Sabha constituency in 1977, Union Minister of Railways in 1972 and 1979 and took charge of the Ministry of Heavy Industries (1973), Steel and Mines, Industry and Civil Supplies (1974). He used to meet Mr. Kudva at frequent intervals to discuss about the education, finance and political matters.



T. Ramesh Pai (1924-2005) a prominent businessman and educationist, was the close friend of Mr. Kudva. In the year 1957, he approached him with a request to sponsor a Rotary Club at Manipal. Happily Mr. Kudva agreed and requested the President of R.C. Mangalore to sponsor the Rotary Club of Udupi-Manipal which was chartered on 26.08.1958. Late Dr. T.M.A. Pai was the Charter President and Late T. Ramesh Pai was the Charter Secretary. In the year 1970-71, Late T. Ramesh Pai was elected as the Rotary Dist Governor and elected as the Director of Rotary International for the period 1992-93 and is the only Rotarian from the Dist to achieve this distinction till date. The club is continuing to serve the society with 70 members in their Roster as on date. He was also the Registrar of Academy of General Education, Manipal. He also served the Canara Workshops Ltd as its Director.



K.K. Pai (1921 – 2009) He was the Chairman and Managing Director of Syndicate Bank, Manipal from 1970 –78. He was a Chairman of Udupi Municipality for 5 years, experienced Banker and a very good Administrator. He was the Registrar of Academy of General Education, Manipal, President of Dr. TMA Pai Foundation, President of T.A.P.M.I.



Late Sowkar Padmanabh Raghunath Pai a leading businessman was the Director of C.P.C. Co. from 19.10.1932 – 22.07.1963. He was also the Chairman of The Canara Workshops Ltd. His son Late Sowkar M. Bala Pai succeeded him as the Director and Chairman of the C.P.C. Co.



Late Sujir Pundalik Nayak was a leading businessman and a cashew merchant who served the C.P.C. Co. as Director from 30.08.1940 till his death. He also served as the Director of Canara Workshops Ltd since its inception.



Late H. Laxminarayan Kamath a prominent businessman and Landlord was the Director of the C.P.C. Co. from 02.09.1923. He had a lot of contacts and considerable influence in the North Kanara Dist. He assisted Mr. Kudva by playing a key role in formation of mergers and amalgamations of the loss incurring Transport Companies in the North Kanara regions by forming the United Karnataka Transport Co. Ltd in 1942. He also served as the Director of Canara Workshops Ltd since its inception.



Late U. Ramakrishna Malliya a businessman and a cashew industrialist at Bunder Mangalore and was the charter member of Rotary Club of Mangalore. He served as the Director of the Canara Workshops Ltd.



Late A.S. Adke – was the Founder Principal of Karnataka Regional Engineering College, Surathkal (1960-67) (now renamed as N.I.T.K., Surathkal). In the beginning the college was imparting civil, mechanical and electrical engineering courses. V.S. Kudva's youngest son Mr. Balakrishna Kudva graduated in mechanical engineering from this college. V.S. Kudva was the member of the College Governing Council during that period. Later he assisted and accompanied Mr. Kudva during the construction and supervision of Mangalore All-Weather Port.



Molahalli Shiva Rao (1880-1967) a founder of S.C.D.C. Bank (1914) who launched the Co-operative Movement in the S.K. Dist. He approached Mr. Kudva to deploy C.P.C. vehicles for movement of essential goods, food and other commodities from one place to another during the II World War and he used to accompany Mr. Kudva often to Bajpe to negotiate with landlords for the acquisition of land for the airport. He served as the Chairman of S.C.D.C. Bank for 21 successive years from 1931 to 1952.



Late Kudpi Srinivas Shenoy – was the Managing Director of Taj Mahal Group of Hotels Pvt. Ltd. He was the President of Kanara Chamber of Commerce & Industry in 1955-58 and 1959-60. During his time, the Chamber demanded

establishment of All Weather Port and Railway Link between Mangalore-Hassan which was under the consideration of the Govt. During that period, the most important event was reorganisation of the States from 01.11.1956 resulting in D.K. Dist became the part of new Mysore State, delinking from Madras State. A separate land for the Industrial Estate in Mangalore was also sanctioned.



Mulki Ramakrishna Hari Punja (1922-2010) well known as M.R.H. Punja was an educationist, and industrialist in Mulki. He assisted Mr. Kudva in establishing Vijaya College, Mulki.



Rastrakavi Manjeshwar Govind Pai (1883-1963), a scholar, a renowned poet and an author. He also enriched Kannada learning with his historical studies and research. He was an authority on the chronology and history of Tulunad. Govinda Pai was also a prolific prose writer. His

earliest composition in prose was Srikrishna Charita (1909), which provides for remarkable reading. These works also testify to his universal outlook as well as to his deep compassion for the poor and the downtrodden. He was able to read and write fluently 25 languages including Tulu, Sanskrit, Telugu, Tamil, Marathi, Bengali, Persian, Pali, Urdu, Greek and Japanese apart from Kannada, Konkani and English. He translated several Japanese works into Kannada. In Udupi near his native place, the Govind Pai Research Institute is established near MGM College of Dr. T.M.A Pai Foundation of Manipal institutions. Other centres in the vicinity are Yakshagana & Janapada Samshodhana Kendra, Kanakadasa Peetha and Tulu lexicon project. Govind Pai was also acknowledged by the government of Kerala. The Govind Pai Memorial College is a part of Kannur University in Manjeswar is a testimonial for this. His ancestral at Manjeshwar, Kasaragod has been converted into

a national level centre of literature, culture, and research. The Kodialbail circle at Mangalore is named after him.



Kudpi Vasudev Shenoy (1907 – 1977), a well known short story writer - “Ondane Male” and a play writer and Proprietor, Editor and Publisher of ‘Prabhat’ Kannada weekly newspaper. Mr. Kudva recognized his work and made him Editor of a patriotic periodical ‘Swadeshabhimani’ which was aimed at defying British rule. He was the staff correspondent of Navbharath Kannada daily. Later Mr. Kudva inducted him to the Editorial Board.



Padma Bhushan Kota Shivaram Karanth (1902 – 1997), a Poet and an Author and Yakshagana artist who was awarded with Sahitya Academy Award in 1958 and Gnana Pitha award in 1978. With his help Mr. Kudva drawn and introduced a geographical and road map of S.K. Dist for the first time. He had a keen ear and eye for the beauty, majesty and mystery of Nature which are reflected in his works. Puttur, for him who migrated from Kota, meant more than a geographic location on a map. His house has been converted as Karantha Balavana, Puttur, D.K. Dist and it consists of some attractions to the visitors. They are Art Gallery, Library, Museum, Nityashala, Rangamandira, Playground, Swimming Pool.



Late Hurali Bheema Rao, an eminent journalist and an associate editor of a newspaper.



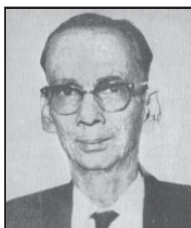
Late Bantwal B.V. Baliga, a writer and an editor of “Panchakadayi” Konkani monthly magazine and a Konkani drama artist. He served as the sub-editor in Navbharath Kannada daily under Editor Sri V. S. Kudva.



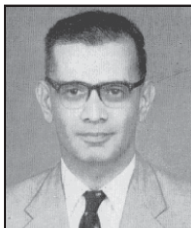
Late K.K. Shetty hailing from Korangrapady in Udupi taluk, Late Katapady Kanthappa Shetty was inspired by the Theosophical Society and Home Rule Movement. During Gandhiji’s Non Co-operation Movement of 1920, Late K.K. Shetty boycotted school. He was the editor of “Sarvodaya” Kannada weekly which was printed at Navbharath Press and published by him. Shetty was elected as Dist President of Congress party. Later he was elected as Member of Parliament in 1971.



Late Shankar Alva, one of the leading Lawyers of Mangalore, a Politician and a Congress party leader, he was a Congress member for a long time. He was elected as the Member of Parliament in 1962 and later the D.K. Dist Congress Committee (Indira) President after the Congress split in 1969.



Late A. Damodar Pai served the C.P.C. Co. as Director from 25.10.1939 – 10.09.1949 as he had to resign the company to join Canara Bank as the Chairman (1945-1962). He also served as the President of Kanara Chamber of Commerce & Industry in 1946-47. During his tenure, owing to the various controls, restrictions imposed by the Govt, to tackle the issues he constituted various sub-committees with a view to facilitate speedy disposal of matters and pending issues related to various trades. Memorandum was also submitted to the Govt with regard to food and cloth controls.



Late K.P. Janardhan Prabhu was the Director of the C.P.C. Co. from 1949 – 1955 and had to resign the company to take up assignment of a Chairman, Canara Bank (1962-1973). He was also a Charter member of Rotary Club of Mangalore (1950).

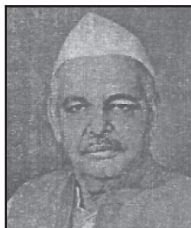


Late A. Umanath Rao a Chartered Accountant by profession was a leading auditor of Mangalore city and also the Auditor of the C.P.C. Co. for many years and he used to accompany Mr. Kudva every Sunday to Bajpe to negotiate with landlords for the acquisition of land for the proposed airport.

Subsequently they became relatives when his daughter Dr. Mohini married Late V.S. Kudva's son Mr. Laxminarayan Kudva (1968). He was a President of Kanara Chamber of Commerce & Industry in 1951-54. During his tenure, survey of Mangalore-Hassan railway was sanctioned and telephone system in the city underwent long awaited changes and supply of Jog Electricity power to D.K. was settled. He was a charter member of Rotary Club of Mangalore (1950).

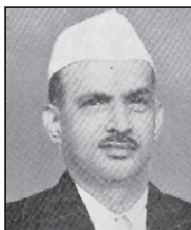


Late Devidas Giridharlal Chandrana a leading textile merchant with the largest showroom in Mangalore and also a financier. He was a close friend of Mr. V.S. Kudva and he used to accompany him every week to Bajpe to negotiate with the land owners for surrender of their lands for the proposed airport. He was the President of Kanara Chamber of Commerce & Industry in 1950-51.

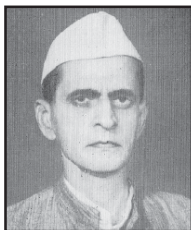


Late Kasturi Laxman Pai a businessman and a industrialist at Bunder Mangalore. He was the President of Kanara Chamber of Commerce & Industry in 1963-65. During his time, the chamber maintained a close link with the Govt Dept's and

representation were submitted to the concerned authorities for relaxation in respect of Mysore Building Tax Act 1962, Mysore State Sales Tax (Amendment) Bill 1963, Food Grains Dealers Licensing Order 1964. There was also expansion of Telephone system and postal facility in the Dist. He was also responsible for the construction of Panambur port which was started. He was the Charter Member of Rotary Club of Mangalore 1950.



Late U. Rama Nayak, a leading Industrialist and the Proprietor of M/s Suvasini Beedies was the Director of the C.P.C. Co. from 30.01.1952 – till his death.



Late M. Gopalkrishna Kamath was the Director of the C.P.C. Co. from 30.05.1953 till his death.



Reginald Louis Sreshta (1922-2012) was a PWD Engineer who always used to accompany Mr. V.S. Kudva to Panambur to supervise the construction and development of Mangalore sea port project and the construction of bridges across the rivers flowing in the Dist. and also the construction of Engineering college at Surathkal. He retired as a Chief Engineer of PWD.



Louis Cyprian (L.C.) Pais (1891-1974) an outstanding advocate, Former Chairman of Mangalore Municipality, Ex Parliamentary Secretary and Ex member of Mysore, Madras Assemblies.



Dr. A.V. Shetty a Eminent Cardiologist who attended V.S. Kudva in the last day of his life. He declared that V.S. Kudva's health is sinking and advised that family members should be with him during his last day and last hour.

Late Nagappa Alva was the son of Late Shankar Alva who was elected as the M.L.A. and was the State Health Minister. He was the chief guest during the C.P.C. Co. Golden Jubilee Celebrations held on 17.05.1965 held at Town Hall, Mangalore. He released the brochure published in commemoration of the memorable event.

Suryanarayan N. Adiga (1914-1989), an Advocate by profession, an active Congress party leader, was the President of Mangalore Municipality from 1952 – 1958. He served as the Chairman of Karnataka Bank Pvt. Ltd from 1971-79.

Late C.G. Kamath was a Jana Sangh party leader and a Councillor in Mangalore Municipality.

Late Shantharam Pai, a Dist Union and a Communist Party Leader.

Late Alke Narasimha Pai – neighbour and a friend and brother-in-law of advocate Late M.S. Kamath.

Late Cyril Gonsalves was a leading advocate in Mangalore

Late Dr. B.H. Padmanabha Pai, a general medical practitioner at Chickmagalur was a good friend of Mr. Kudva and used to visit Kudva's house whenever he visited Mangalore and Kudva used to visit him whenever he visited Chickmagalur.

Late Dr. Ranganath Kamath Bajpe was a general medical practitioner at Bajpe and Mr. Kudva sought his assistance to establish contacts with the land owners at Bajpe to surrender their land for the construction of the airport.

Late Dr. M.S. Prabhu was a friend and family physician. He was beside the death bed of Mr. V.S. Kudva during his last day.

Late Dr. Venkat Rao, a Surgeon at Fr. Muller's Hospital Kankanady Mangalore was his specialist doctor. During the usual medical check-up and examination, he diagnosed him with cardiac complications and he advised him to take rest and refrain from any physical strain and mental stress. He also cautioned and alerted him and the entire Kudva family was cautioned in January 1967 about the medical condition of the heart of Mr. Kudva and he may survive for further maximum 6 months.

Late Dr. U.P. Malliya – Charter member of Rotary club of Mangalore and was his friend in Rotary

Late Dr. K.B. Shetty – Charter member of Rotary club of Mangalore and was his friend in Rotary

Late Pandit Gopalkrishna Bhat – was a Kannada Professor in St. Aloysius College, Mangalore and Mr. Kudva used to consult him often for appropriate Kannada terminology to be used in various types of news and articles. Later he joined Navbharath editorial board.

Late Hira Malliya Kannada author and a contributor to Navbharath daily

Late N.S. Kille – writer and contributor to Navbharath Daily newspaper

The following were his friends in Rotary

Late M. Sunderam

Late Sathiavagiswar

Late P. Kamalaksha Rao

Late G.R. Pande

Late Bennet E. Vas

Late H. Krishnamurthy

Dr. N. VINAY HEGDE



**6th FL, University Enclave
Medical Sciences Complex
Deralakatte
Mangalore - 575 018**

Dr. N. Vinay Hegde

Chancellor, Nitte University
Chairman, Lamina Group of Companies
President, Nitte Education Trust

ADMIRER

Dr. N. Vinay Hegde celebrated his 75th birthday on 06.04.2014 at Hotel Lalith, Bekal Fort, Kasargod Dist with his very close relatives and intimate friends. During this time all the family members, friends and well wishers congratulated him on his birthday and felicitated him on his exemplary lifetime achievements in the field of Industry and education and social service.

Replying to the felicitations, he revealed that in his lifetime he always remembers, cherishes and recalls the fond memories of only 2 stalwarts who have influenced and transformed his life. One is that of his dear father Late Justice K.S. Hegde for all his long support and other one is of Late V.S. Kudva for all his cooperation. He always adored and admired them and considered Kudva as a role model. They are the persons who not only propagated their principles and ideals but also put them into practice in their day-to-day life and affairs. He paid rich tributes to them.

He was the chief guest on the installation ceremony of New Office Bearers of Rotary Club of Mangalore Central held on 05.07.2014 at Hotel Ocean Pearl, Mangalore. During the course of his address, he recalled his Late father's involvement in Rotary movement as a charter member when Late V.S. Kudva was the charter president of Rotary Club of Mangalore and as a student he used to accompany his father to Rotary meetings which was held in C.P.C. hall where Late V.S. Kudva presided and he regretted that he could not join the Rotary movement for one or the other reasons. He also recalled his association with Late V.S. Kudva who possessed very noble qualities and he shared his nostalgic experience at Canara Workshops and reiterated that Late V.S. Kudva was his role model and learnt a lot from him and he was responsible for what he is today. He inculcated discipline and punctuality during his service and sincerity and commitment in business dealings which he follows in his day-to-day affair. He paid rich tributes to Late V.S. Kudva for his vast technical knowledge and experience in the automobile industry. Rtn. Premnath Kudva, Grandson of Late V.S. Kudva and the Charter President of the club was sharing the dais during that function.

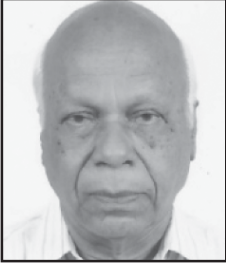
Dr. N. Vinay Hegde soon after his B.Sc. graduation from St. Joseph's College, Bangalore at the instance of his father joined the Canara Workshops as Sales Manager and commenced his professional career in 1961 and served the company till 1970. He recalled his memorable association with the Canara Workshops and Late V.S. Kudva during those functions.

The work experience and technical knowledge gained in the Canara Workshops prompted him to float a new company called 'Lamina Suspension Products Pvt. Ltd' in the year 1976 at Baikampady Industrial Area, Mangalore. The factory commenced its commercial production of manufacturing of automobile leaf springs in the year 1977. He also started a company called 'Lamina Foundries' in

1983 at Nitte which is engaged in the manufacture of cast iron castings such as motor bodies, flywheels, valve bodies and also exports the brake drums to other countries.

The company has recorded substantial sales turnover of crores of rupees and has captured a good market for its products in India as well as abroad. Dr. Vinay Hegde is the Chairman & Managing Director of the company. Later, he entered the education field by establishing a number of professional colleges under the name of Nitte Education Trust for which he is the President and also he is a chancellor of Nitte University and it has been accorded a status of deemed university.

The Mangalore University has felicitated and awarded Sri Vinay Hegde by conferring a honorary doctorate degree in recognition of his invaluable contributions in the field of education.



Rtn. Prof. G. Raghunatha Rai
A-1, Sanjeeva Castle
Old Kent Rd, Pandeshwar
Mangalore - 575 001
Ph: 2449575
M: 99161 06078

Rtn. Prof. G. Raghunatha Rai

ADMIRER

This tiny biography of Late V.S. Kudva presents the various great achievements and significant contributions made by Late V.S. Kudva in the field of industry, education, journalism and banking. He strived very hard for the economic, educational and commercial development of South Kanara Dist. He was one of the pioneers of automobile industry, publications and several other social fields during 1920 – 1967 in the Dist. I had the privilege and pleasure of meeting him on couple of occasions and I was thrilled and followed him and kept myself informed about his memorable acts and achievements.

I wish to present a few facets of his colourful and adventurous life in the following lines:

01. He provided easy and accessible means of transport to thousands of common people as passengers and facilitated movement of their cargo from one place to another not only in the Dist but also in the surrounding regions during those very difficult and harsh days of World War II, Freedom struggle, Bengal famine etc which caused scarcity of raw materials, rationing of food and fuels and other problems related to day-to-day living and affairs.
02. He authored the first book in Kannada on the technical aspects and maintenance of motor vehicles entitled 'Motaru Yantra Vijnana' for the benefit of thousands of trainees in the

automobile industry which was deservingly acknowledged and awarded by the Madras University and another book on 'South Kanara People and their Culture' depicting the customs and traditions that followed, food and festivals observed and hospitality extended by the people of coastal region to their guests and strangers.

03. He provided latest information to the people of the Dist through his popular Kannada daily 'Navbharath' on the domestic, national and world affairs beset with hundreds of problems faced by the people.
04. He was very keen to apply appropriate and precise Kannada words and terms in 'Navbharath' newspaper articles. For this purpose he often consulted Late Pandit T. Gopalkrishna Bhat who was the Professor of Kannada at St. Aloysius College, Mangalore and other scholars on proper usage and application of words.
05. He was very enthusiastic in 'Script Reforms' and observed that the Indian scripts had several language deformities and defects and in pursuance of this practice, he evolved a modified 'Kannada Varnamala' and published an article in 'Navbharath' Kannada daily.
06. He was a great patriot and a freedom fighter, a pioneer and a crusader. He succeeded and excelled in all the fields which he entered and ventured such as education, banking, journalism, industry. He was a social reformer also. Moreover, in my view and opinion, he was a legend, a thorough gentleman and a true Rotarian.

I pay my humble tributes and respectable homage to this great departed soul.

(Rtn. Prof. G. Raghunatha Rai)

Ex-Prof of Civil Engg, M.I.T., Manipal

Ex-Principal, N.M.A.M.I.T., Nitte

Ex-Principal, Vivekananda College of Engg & Technology, Puttur

Advisor, Mangalore Institute of Technology & Engg, Mijar

Ex-Chairman, Institute of Engineers, Mangalore Center

Hon. Joint Secretary, Bharatiya Vidya Bhavan, Mangalore

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03. Interactions and Inputs by Rtn. Er. Premnath S. Kudva, E.D., Canara Workshops Ltd
04. Inputs by Er. Balakrishna Kudva, 12 Dairy Gap Road, Asheville, NC 28804, U.S.A.
05. Inputs by Prof. Raghunath Rai, Mangalore. Retd. Professor, M.I.T. Manipal, Ex-Principal, N.M.A.M.I.T., Nitte, Ex-Principal, V.C.E.T., Puttur
06. Inputs by Mr. M. Ratnakumar, Sub-Editor, Hosa Digantha, Kannada Daily
07. Inputs by Mr. Alwyn Fernandes, Mangalore Retd. Lecturer, M.I.T. Manipal
08. Inputs by Mr. Mahesh Raj, Aquaculture Consultant, Mangalore.
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01. Rtn. Er. Srinivas V. Kudva, Chairman and Managing Director Canara Workshops Ltd., Mangalore.
02. Rtn. Er. Premnath S. Kudva, Executive Director Canara Workshops Ltd., Mangalore
03. Mr. Vasant S. Kudva, Chairman and Managing Director CPC Logistics Ltd., Mangalore
04. Dr. N. Vinay Hegde, Chancellor, Nitte University, Mangalore
05. Mr. K.T. Rai, General Manager, Syndicate Bank, Head Office, Manipal
06. Mr. Sethuraman, Dy. General Manager, Syndicate Bank, Regional Office, Mangalore.
07. Mr. Mathew Thomas, Chief Manager, Syndicate Bank, Kadri Branch, Mangalore.
08. Headmistress, Nalanda English Medium School, V.T. Road, Mangalore.
09. Mr. Venkatesh Baliga, M/s.Vebas Publicity, Mangalore.

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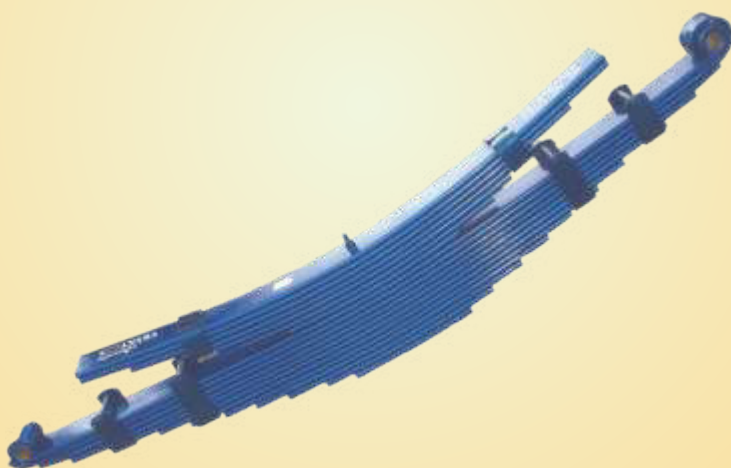
CANARA Springs

is

proud to be a part of the legacy

built by our Founder

Late V.S. Kudva



The CANARA Workshops Limited

Regd. Office: V.S. Kudva Road, Maroli, Mangalore - 575 005

Website : www.canarasprings.in, Email : marketing@canarasprings.com

Ph : 0824-2213429, 2211649, 2211301 Mob : 94481 34747